

The American Perfumer and Essential Oil Review

PERFUMER
PUB. CO.
NEW YORK

DECEMBER
NINETEEN
TWENTY-NINE



American Can Company

NEW YORK CHICAGO SAN FRANCISCO



See also page 9

INIMITABLE
FLORAL
HALO

Cyclosia



The American Perfumer

and Essential Oil Review

VOL. XXIV

Registered in U. S. Patent Office

No. 10

CONTRIBUTING EDITORS

DR. CLEMENS KLEBER
Clifton, N. J.
ESSENTIAL OILS

DR. MARSTON TAYLOR BOGERT
Columbia University
New York
SYNTHETICS

PROF. CURT P. WIMMER
Columbia University
New York
TOILET PREPARATIONS

DR. EDGAR G. THOMSEN
Winona, Minn.
SOAPs

DR. R. O. BROOKS
New York
FLAVORING EXTRACTS

HOWARD S. NEIMAN
New York
PATENTS, TRADE-MARKS
AND COPYRIGHTS

LEROY FAIRMAN
New York
MERCHANTISING

CONTENTS for December, 1929

EDITORIALS:

| | |
|---|-----|
| Christmas Greetings | 579 |
| What of the "French Influence"? | 579 |
| The Tariff on Glass Bottles | 580 |
| Abolish the Decline Clause | 580 |
| Help the Census Bureau | 581 |
| Make-Up as a Sales Assistant | 581 |
| Executives Find Business Sound | 582 |
| Trade Commission Reports | 584 |
| Revision of Alcohol Formulae Described | 585 |
| Tariff Bill Progress Slow | 586 |
| Tennessee Tax Bill Introduced | 586 |
| Researches on Aldehydes, by Col. Marston T. Bogert | 587 |
| Italian and Spanish Sweet Orange Oil, by Dr. Ernest S. Guenther | 589 |
| Final Toilet Goods Census Report | 593 |
| Recent Trends in Toiletry Advertising, by Leroy Fairman | 595 |
| Foreign Technical and Business News | 597 |
| FLAVORING EXTRACT SECTION | 599 |
| Association News and Court Cases | 601 |
| Survey of Technical Literature, by Col. Marston T. Bogert | 604 |
| TRADE NOTES | 605 |
| Chicago News Section | 616 |
| Canadian News Section | 621 |
| Patent and Trade Mark Department | 623 |
| Grasse Report for December | 628 |
| Market Report on Essential Oils, etc. | 629 |
| PRICES IN THE NEW YORK MARKET | 630 |
| SOAP INDUSTRY SECTION | 633 |
| Soaps and Perfumes in Havana | 633 |
| Spotting of Light Toilet Soap | 633 |
| Structure of the Common Fats, by Prof. T. P. Hilditch | 634 |
| Colloids in the Soap Industry, by Eugene Schuck | 635 |
| Market Review on Soap Materials | 638 |

Published Monthly by PERFUMER PUBLISHING CO., 81 Fulton St., New York

LOUIS SPENCER LEVY, President and Treasurer

Telephone: Beekman 0791-2-3 Cable Address: AMPERFUMER, ABC 5th Edition

CHICAGO OFFICE: Joseph Esler, 37 West Monroe St., Phone Long Beach 3429

SUBSCRIPTION RATES

The United States
\$3.00 a Year
Single Copies
30 Cents

All Foreign Countries and
U. S. Possessions
\$4.00 a Year
Single Copies 40 Cents

Guaranteed Quality

"StaffAllen's"



*I*T is not a sufficient guarantee of the quality of an essential oil that it be pure and unadulterated. An oil may be said to be absolutely pure when prepared from the proper natural material with no admixture of other substances either to the raw material or to the resultant oil.

Quality, however, is more elusive. Perfection is achieved only when the raw material is of the finest, selected with discrimination and scientifically distilled.

"StaffAllen's" oils are not merely pure in the technical sense; they meet the most exacting requirements of "quality" as distinguished from mere "purity."

| | | |
|--|---|----------|
| STAFFORD ALLEN & SONS, Ltd. | : | London |
| UNGERER & COMPANY | : | New York |

OTTO OF ROSE D'OR

*W*HEN a product has been on the market for years and is as well and favorably known to all users of perfume materials as is Botu Pappazoglou's Otto of Rose d'Or there remains nothing new to be said about it.

The purchasing of Otto of Rose is essentially a question of confidence in the brand and the fact that Otto of Rose d'Or has held the leadership for so many years and still holds it is sufficient proof of the esteem in which its quality is held by those best competent to judge its merits.

| | | | |
|---|---|---|----------|
| UNGERER & COMPANY | : | : | New York |
| BOTU D. PAPPAZOGLOU, S. A., Kazanlik, Bulgaria | | | |

The American Perfumer

and Essential Oil Review

Registered in U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.
No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

All editorial and news articles including illustrations which appear in this journal, are copyrighted
and may be reproduced either in whole or in part only by special permission of the publisher.

Established 1906

NEW YORK, DECEMBER, 1929

Vol. XXIV. No. 10

Christmas Greetings

To our host of friends, a Merry Christmas and a Happy New Year. Our good wishes and greetings are not limited to this short holiday season but go with you throughout each day of the coming year. The country has settled itself to a sound economic level during the past few months and the outlook for the New Year is full of optimism. We wish all our friends—readers, advertisers and others, and they are many—to share with us this optimism of the future and enjoy a larger and fuller 1930.

We take this opportunity to thank them for the whole-hearted cooperation the industry has given us in the past and to assure it of our continued service during the coming year.

A Happy and Prosperous
New Year to All!

like the imprisoned squirrel whirling about on his wheel day after day in his effort to escape, always by the same method and never attaining his object.

Time after time, new perfume lines have been launched or repeated efforts have been made to push old lines by the use of an illusion of French manufacture or the French influence. Those which have succeeded have quite palpably done so in spite of this illusion. Many of those which have failed may trace a part of the failure to it. America's conspicuous success in creams and other preparations of the sort has been won without reference to the foreign field. Our failures in perfume extracts have almost always been complicated by the Paris label. Yet the manufacturer, seeking to launch his new odor, picks a French name, opens a "Paris office," and advertises in foreign fashion, hoping, in spite of all previous experience to the contrary, that this line will "go over" on account of the "preference of women for the French in perfumes." Thus does he simulate the ass in Aesop's famous tale, who dressed himself in a lion's skin; and the impression which he finally creates remains that of the ass, who, we recall, lifted up his voice and brayed, thus ending what might have been an excellent illusion.

In our November issue, Leroy Fairman discussed at length the place of the French influence in present-day merchandising. He pointed out that the American woman could no longer be fooled by a foreign label, that she was intent upon goods and value, that she studied packing, quality, quantity and price, making her selection on the basis of these factors, and that she was doing this in increasing measure.

By insisting upon running exactly counter to these facts and emphasizing the advantage of the French in perfume manufacture, the domestic perfumer is accomplishing more than a mere failure to place his own goods in the hands of his public. He is proving to the women, whom he seeks as buyers of his products, his own belief that French perfumes are superior. He may boldly proclaim that American made perfumes are the equal of any, but if he advertises his American product under a French name and a Paris label, he immediately displays his own insincerity or his con-

What of the "French Influence"?

THE quite commendable desire on the part of the manufacturers of toilet preparations in America to expand the sales of their products has led to the employment of some very curious and striking methods. Many of these methods have proven good, and worthy of continuation and expansion. Others have been less fortunately conceived. It is one of the strange anomalies of the toilet preparations industry in America that the single method which has time and again shown its worthlessness is the one to which the manufacturers have clung with the greatest tenacity. They have been

tempt for the judgment of his customer. Both are bound to be equally fatal to his efforts.

As we have urged so many times in the past, we should like to see a real and sincere attempt to sell an American perfume, using the same methods which have built up several outstanding examples of American creams, rouges and powders. But we have almost abandoned hope that any of our timid, pseudo-French manufacturers will ever make that effort. The movement merely needs a leader, but where all are too timid to venture, all must follow the successful lead of the French perfumer, whose goods are sold in this market increasingly; with the result that American women, hard as they are to fool, may some day accept the story of French superiority, and perhaps not only in regard to perfumes but in regard to other toilet preparations as well.

Let us have less of the "inferiority complex" and more courage, less imitation and more originality, less of the pseudo-French and more of the American. Now what perfumer has the courage to be the leader?

The Tariff on Glass Bottles

AS reported in our November issue, the Senate has voted a duty of 75 per cent on perfume bottles when made by hand, and 65 per cent when made on automatic machines. It was announced later that by agreement, the rate on machine made bottles would be stricken out, leaving this class of ware dutiable at 50 cents per gross. But this does not mean that the matter has been settled.

During the present reading of the bill, the Senate is acting only on such paragraphs as have been amended by the Finance Committee. When these have been acted upon, the bill will be gone over again, at which time any Senator may offer further amendments to any paragraph, including those upon which votes have already been taken, and each amendment so offered will be brought to a vote.

Nor does the final passage of the bill by the Senate mean final action on the glass or other schedules. The bill must then go to Conference Committee of the House and the Senate, in which an effort to reconcile the differences between the measure as it passed the House and the completed Senate bill will be made. The rule in Conference is that the duty may not be higher than the highest rate voted by either body or lower than the lowest rate so voted.

Accordingly, the article which we published in November does not mean that a definite schedule of duties on glass bottles, either machine or hand-made, has finally been determined.

While the contention of the bottle makers for additional duties have been largely based upon the necessity for further protection on hand-made ware, they also feel that glass stoppered machine-made bottles should benefit by some further protection, for the additional work of grinding in stoppers is far more costly here than abroad. They are content with a rate of 50 cents per gross on ordinary machine-made bottles with the exception of this stoppered ware.

We have always refrained from recommending or opposing any specific rates on the finished products,

OUR ADVERTISERS

ROSSVILLE COMMERCIAL ALCOHOL CORPORATION
Lawrenceburg, Ind.

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
81 Fulton St., New York City.

GENTLEMEN: Our opinion of your publication is best expressed by the space we have used in the last five years.

It is not always easy for us to trace inquiries directly through an advertisement, but we have heard so many expressions relative to our advertisements therein that we have no doubt about the value of it as a medium to the better class of cosmetic manufacturers.

Yours very truly,

ROSSVILLE COMMERCIAL ALCOHOL CORPORATION,
E. A. O'SHAUGHNESSY, Vice-President.

raw materials or supplies for our industries, as that is a matter to be left to those equipped to make such recommendations. We do advocate adequate protection for all of the co-ordinate branches of the industry, and we are confident that the Congress will finally enact such rates on glass bottles after considering the needs of the glass manufacturers, the position of the consumers and the unbiased advice of the Tariff Commission.

Abolish the Decline Clause

CONTRACTS for the sale of any merchandise are supposed to accomplish two purposes; first, the protection of the buyer against interruption of his supply of goods and against undue fluctuation in the market; second, assurance to the seller of a regular outlet for his wares at a reasonable level of prices. When contracts are made, and adhered to, which cover both of these points, they are likely to lead to general satisfaction on the part of both buyer and seller. In addition they may afford a certain stability to the market much to be desired both by contract buyers and sellers and by those who purchase or sell goods currently.

There is no reason why essential oils, as well as other merchandise, should not or could not be sold on such a contract basis. Unfortunately for both consumers and sellers, however, the contract relations which they enjoy (perhaps *suffer* would be the better word) are by no means so simple and equitable.

Some time ago, there was much agitation in the trade regarding the so-called "decline clause" contract for essential oils. This form of contract is one which protects the buyer against a decline in the market either by allowing him the privilege of cancellation in case of a drop in the market price, or of an adjustment of prices in such event. At that time, the trade as a whole seemed to have learned to its sorrow that the decline clause was not all that it seemed to be. Sellers had suffered through cancellation, delay of shipment and price readjustment until they seemed to be heartily

sick of the whole matter and ready to adopt a form of contract which would be binding alike upon both seller and buyer.

Just how general the adoption of a contract form, without decline protection was, we are unable to say, but that a general movement for its adoption took place is certain. With what result? The decline clause with all its one-sided advantages still is with us, if not in letter, at least in spirit. In order to get around the form of contract without decline clauses some dealers, to the detriment of the trade and of themselves as well, have voluntarily adopted the custom of cancelling the unused portion of an essential oil contract at any time when the market becomes somewhat too unfavorable to the buyers, substituting for it a new and extended contract at a lower price level. If this is not the "decline clause" in spirit, what is it?

The arguments against the decline clause have been set forth too many times to need repetition. They may be briefly summarized as making the contract merely an option to purchase without an obligation to accept deliveries of the goods covered; as unsettling the market by making for uncertainty as to the quantities which can be sold and the prices which can be obtained; and as making for higher prices to the buyer who must certainly in the long run make up the losses of the seller.

These disadvantages are not in the least minimized if the decline clause enters the contract rather by indirection than by being made an actual part of the document.

We have always held that essential oils could be sold on contract with great advantage to both buyer and seller, if the contracts were just and equitable; but we have strongly opposed a contract which would protect the buyer alone and only oblige the seller to deliver in a steady or rising market without the additional privilege of delivering at a fixed price in a declining market. A classic instance of this in the essential oil trade occurred at the time of the Messina earthquake several years ago. At that time, buyers demanded deliveries of citrus oils at low levels in a time of extremely high prices. We might permit ourselves to wonder what would have happened had the shoe been on the other foot.

There is every reason why the decline clause should be eliminated in both letter and spirit from the essential oil trade. We advocate the protection of the *seller* during a time of declining prices. An equitable contract at a reasonable price providing for deliveries at that price, whatever may be the course of the market would afford such protection. And it would benefit the buyer, the seller and the market; all three of which are now suffering from the abuses of the decline clause and the uncertainties which they entail.

Help the Census Bureau

WORK on the new Census of Manufactures covering operations of industrial plants in all lines of business for the year 1929 has already been started. The government has made elaborate plans for this census. Data to be collected will be more extensive and comprehensive than ever before and in just that measure will the completed statistics be more

useful for those engaged in manufacturing and trade.

We have urged that the toilet goods industry be given a separate classification, apart from the "drug industries" in which it has heretofore been included. This the census authorities are unwilling to do although they have publicly recognized the fact that our industry has outgrown its old classification and is worthy of separate listing. Their reluctance is based upon the quite understandable fact that reclassification of this industry would lead to demands from other industries for similar treatment which the bureau would be physically unable to meet at this time. We urge an increase in facilities which will make possible such a reclassification in the 1931 census, if it cannot be accomplished at this time.

The Bureau, however, has decided to increase the data collected from the toilet goods industry materially and to put into effect a more detailed division of the products so that the final result will be a much more serviceable body of statistics. This year's census will also include statistics of manufactures by the smaller plants, those making products valued at less than \$5,000 annually, heretofore excluded from the enumeration. Collecting data on these plants will add materially to the work of the enumerators.

It is, of course, desirable that the figures covering operations in 1929 be available at the earliest possible moment. The Census Bureau alone cannot accomplish this. It requires the prompt attention and co-operation of each individual manufacturer. When the Bureau calls upon you for statistics, we urge that you give them fully and promptly. If the toilet goods industry should be the first to present complete data of its operations it would not only make an enviable showing but would, in addition, present an almost unanswerable argument for separate classification in the census of 1931.

Make-Up as a Sales Assistant

A DEPARTMENT store in Dublin, according to our contemporary, *The New York Times*, has inaugurated the use of cosmetics by its sales girls for the purpose of increasing business. The manager of the store has concluded that a dab of powder or a touch of color may mean the difference between a sale or an inquiry, and accordingly he has issued rations of powder and lipstick and has directed their use. We are not told by the *Times* whether or not a course of instruction is included but we cannot conceive that this point would be neglected by the discerning Irishman who discovered and proposed cosmetics as a business builder.

Rationing of these preparations to the American shop girl would hardly be necessary. Most of them are already familiar with this form of sales appeal. But there is a point here worth the consideration of our own store managers. They might exercise some sort of supervision over the art of make-up as practiced by their employees, instructing them, not in the use but against the abuse of cosmetics. Whether this would help sales or not, we are not prepared to say, but it might aid in dispelling whatever lingering prejudice still exists against the products of our industries.

Executives Find Business Sound

President's Conference on Conditions Brings Out General Optimistic Opinions from Industry's Leaders

FEARS that a general depression in business might follow the drastic decline in stock market prices has been very largely dissipated by the events which followed that crash. Business and government have coordinated in restoring the confidence of the public and in demonstrating the fundamental soundness of American business and industry.

A series of conferences on the business situation have been held in Washington under the direction of President Hoover and these have culminated in a general conference embracing the leaders in all lines of endeavor. The work of this series of conferences has brought out the fact that general business is sound, that it has suffered very little if any from the decline in securities, that plans are being made in virtually all industries looking to further expansion and anticipating good business during the coming year.

The final conference was addressed by President Hoover, who after pointing out that fundamental soundness of American industry proposed as a remedy "One word—Work!" This slogan has been accepted by leaders in business in all lines and as a result, industrial effort is going forward more rapidly than it did before the stock market debacle. Testifying to the excellent prospects of all branches of the chemical industry, numerous representatives of this branch have been interviewed or asked for their comments by this journal. Their views of the current situation in the business world are contained in the following columns.

Soap Trade Condition Sound

An increase of 100 per cent in its appropriation for market extension is the testimony offered by the American soap industry in the soundness of business conditions, according to the following statement made by Roscoe C. Edlund, manager of the Association of American Soap and Glycerine Producers.

"The sum of \$3,000,000 will be spent by the Association in the next three years in a cooperative campaign to expand the market for soaps, other cleansers, and glycerine, a by-product

of the soap industry. This represents an increase of more than 100 per cent over the original appropriation made for this national educational campaign when it was inaugurated in 1927.

"No temporary recession in our financial market can stop the progress of the country toward higher standards of living, of comfort and of health. Fundamental business conditions have never been more sound. The American soap industry does not feel that it is taking any risks in supporting our business and financial structure by increased appropriations for educational work at this time.

"There are no Mississippi bubbles in soap. A soap bubble, speaking in economic terms, is one of the most solid substances known. Next to the bare essentials of food, clothing and shelter, people demand the means of keeping clean. A minimum of cleanliness is already accepted by practically all the people in this country, and experience has shown that it is possible to raise that minimum substantially through the joint educational efforts of our entire industry. These efforts will not be relaxed. Instead, we expect to double them."

Organic Chemical Prospects Good

August Merz, president of the Synthetic Organic Chemical Manufacturers Association writes as follows:—

"The Industrial Conference called for December 5th at Washington by the United States Chamber of Commerce, at the request of President Hoover, was probably the largest and most representative meeting ever held by the industries of our country.

"The statements made by our President and other representatives of the government were given wide publicity on the radio and through the daily press.

"The statements presented by various representatives of industry clearly indicate that there should be no material decrease in employment resulting in a diminished purchasing power over next year. The earlier months may show a falling off in business, but this should be temporary.



DR. H. SHERIDAN BAKETEL



GEORGE B. OLDS, JR.



AUGUST MERZ



S. BARKSDALE PENICK

EXECUTIVES WHO PREDICT GOOD BUSINESS AND CONTINUED PROSPERITY

"The enormous expenditures contemplated by our railroads, by the electric companies, and many other large industries, augmented by the extensive projects in road building, are most assuring.

"Never before in the history of American industry have the various branches shown such cooperative frankness in stating their plans and projects. The amount of definitely projected work is such that business in general has every appearance of good promise for 1930."

Pharmaceutical Prospects for 1930

H. Sheridan Bakel, M. D., president, Reed & Carnick, Jersey City, N. J., and president of the American Pharmaceutical Manufacturers' Association, writes:

"Telegraphic returns from a considerable proportion of the membership of the American Pharmaceutical Manufacturers' Association in response to President Hoover's request that we present the prospects for 1930 to his recent business conference, leads us to believe that the outlook for the future is exceedingly hopeful. Practically every member who responded to my telegraphic inquiry indicated that business for 1929 would exceed that of 1928.

"There was a marked unanimity on the part of the members as to the prospects for the first six months of 1930. Of course, it must be realized that the outlook for the pharmaceutical industry depends far more on the condition of the health of the community than upon general business conditions. Many pharmaceutical houses have enjoyed their most prosperous years when general business conditions have been poor. This was due to the fact that there was a lower state of health in various parts of the country. On the other hand, some of the poorest years have been during periods of great general business acceleration.

"One of the largest member firms reported that its 1929 gross business was 17 per cent above 1928, and that an increase of 20 per cent in 1930 was confidently anticipated.

"Many of the firms announced that they were planning extensive sales and advertising campaigns, and those members are emphatic in their belief that their added efforts will be adequately compensated.

"Aside from possible prohibitory regulations, some members have expressed the belief that there are no other possible factors which may interfere with the prosperity of the industry during 1930.

"We anticipate that collections may be poorer than heretofore, due to lack of confidence on the part of some people, but with the stupendous constructive programs which will be carried out by such industries as steel, public utilities, railroads, chemicals, insurance, building construction, and others, we believe any lack of confidence will disappear and that the general public will continue to pursue the even tenor of its way.

"The American Pharmaceutical Manufacturers' Association enters the new year with great confidence. The business it represents is essential in character and is increasing. Not only are new products being progressively developed, but processes of production and distribution are constantly being improved. There is a fine spirit of constructive action and cooperation in the industry, and the Association is in solid substantial condition. Its strong committees are busy in the helpful solution of the major problems of operation, management and distribution. It is working in close co-operation with Government Drug Control officials to the end that there may be promoted a better understanding of mutual problems.

"The relationship of the Association with affiliated industries and with the medical profession is amicable and in furtherance of their respective interests.

"We believe that 1930 will see marked advances toward the attaining of the purpose of the American Pharmaceutical Manufacturers' Association, which is to secure the greatest realization of the ideals of manufacturing pharmacy, and to place it on the highest plane of business efficiency, economy and service."

S. B. Penick Surveys Drug Industry

S. B. Penick, reviewing conditions found among members of the American Drug Manufacturers' Association and the industry as a whole, declared that the general opinion was that the effect of the recent break in stocks was entirely psychological and not warranted by fundamental conditions.

Before making a report on conditions in the industry, Mr. Penick said he had conducted a telegraphic survey to augment the reports of some 6,000 salesmen who travel every road of the nation so that his investigation might leave no possible sign of actual depression uncovered. He found none, he said, and, further, than the report of sales indicate general increases.

"Ninety-five per cent of the reports from our membership," Mr. Penick explained, "indicate that sales are ahead 10 to 50 per cent for the year to December 1, and that many members show increases for November. Our entire membership," he emphasized, "confidently looks forward to as good business for the next six months, or substantial increases."

Mr. Penick then explained that sales of a general character in the drug business are generally controlled by the state of the nation's health, and thus are not of a basic nature. With the present outlook, however, the demand of 1929, possibly greater, will be met in 1930.

G. B. Olds, Jr., Comments on Food Trades

Business of the basic character was reported satisfactory by George B. Olds, Jr., of the grocery association, who said that the country should follow President Hoover's advice to work. "Then," he said, "the harder the people work the more they eat," and there is where we will find our increase. He pointed out that the food industry was the largest single industry in the nation.

Food distribution was said by Mr. Olds to be one of the main problems of his association. "We've been steadily at work," he said, "to find methods for reducing costs of food distribution, one of the largest items in the costs of food to the consumer. That research shall be intensified as a result of President Hoover's conference."

Wholesale Grocers Optimistic

The opinion of officials of the American Wholesale Grocers Association is expressed by R. H. Rowe, secretary, in a bulletin to members on the conference and its results which reads in part as follows:

"The National Business Survey Conference, called by the United States Chamber of Commerce at the request of President Hoover, had for its purpose the routing of any hard times psychology that may have been engendered by the stock market crash.

"If hard figures and exact data can dispel whatever contagion of business depression feeling may have started, then the conference held in Washington, December 5, will be entirely successful. At that conference some thirty-five or forty representatives of the major lines of the business of

the Nation laid their cards on the table showing what the situations in their industries are now and what they expect will be the result of the next six months.

"From these statements, it appears that the steel manufacturers, the railroads and public utilities will embark upon an extensive expansion program requiring a huge volume of commodities and giving employment to thousands. Nowhere did there appear any intention of laying off employees or reducing wages. While slight recession is indicated in some lines of business for the immediate future, the facts presented to the conference indicate 1930 as a year of normal business. It was made patent that panic psychology has no basis on which to rest and, having none, will soon disappear."

E. M. Allen Optimistic

The strength of the chemical industry is best shown, E. M. Allen president of the Mathieson Alkali Works declared, in the actual figures of export and domestic trade. He then went on to point out that the exports should reach \$210,000,000 in 1929, and \$230,000,000 in 1930. The gain next year of \$20,000,000 was explained by Mr. Allen as being a normally substantial growth in the demand for the American products.

Different branches of the industry, Mr. Allen said, are planning upon the following business in 1930 compared to 1929, thus showing a confidence uninjured by the recent break in the stock market: Explosives, 2 per cent-3 per cent less; Dyes, about same; Rayon, decidedly larger; Lacquers, Alcohols, Solvents, 10 per cent-15 per cent less; Paints & Varnishes, 5 per cent less; Artificial Leather, 10 per cent-15 per cent less; Ammonia, larger; Soda Ash, larger; Caustic Soda, decidedly larger; Chlorine, larger; Sulphur, Sulphuric Acid, larger; Fertilizers, about same; Phosphoric Acid, decidedly larger; Patent & Proprietary Medicines and Compounds, larger.

The trade in perfumes, cosmetics and toilet articles generally was noted by Mr. Allen who declared that the sale in these products is one of the most accurate barometers of the purchasing power of the country. "There is manufactured in this country close to \$200,000,000 in face creams, lip sticks, rouges, face powders, perfumes and like preparations," he said, "and that certainly cannot be taken as an omen for anything but good."

Mr. Allen found that the plans for 1930 in the chemical industry have been made with no view of curtailment.

E. H. Hooker Reports Expansion

Likewise cheerful was Elon H. Hooker, chairman of the Hooker Electro-chemical Co., who is closely acquainted with conditions in the chemical industry and others related to it through his own company and close association with the industry as a whole. "There will be no curtailment of anything in my company," he predicted. "My own company is expanding its offices, and if we had a general expansion program of plant such as we did last year, we would go ahead with it."

"We don't know that there has been a stock crash," he said in summarizing conditions he has found.

Expects Return of Public Confidence

Carl A. Jones, president of The American Bottlers of Carbonated Beverages, commented on the conference as follows:

"There is no doubt in my mind that in extending to industry an invitation to discuss with him ways and methods of keeping up the momentum of the country's commercial

machine, President Hoover accentuated America's way of doing things. And I feel positive that it was a sagacious move toward restoring public confidence in industry through keeping the payroll envelope well filled.

"In this conference it would seem that the age-old cry for 'more business in politics and less politics in business' is being heeded and that in some not far distant day the former acute suspicion of Government by business and too much suspicion of business by Government will be composed in an amiable, practical working way whereby we will have a better and more economical administration of both."

"When collective common sense becomes paramount over partisan feeling, at any time, we need have little fear of the ultimate and continued success of any project."

Retail Drug Head Sees Assured Prosperity

Thomas Roach, president of the National Association of Retail Druggists, writes:

"I feel that the continued prosperity of the country is assured by the direct action of President Hoover in calling the recent conferences in Washington of representatives of the business and industrial interests of the nation.

"While the conferences themselves are no guarantee of continued progress, yet it is easy to visualize the fact that with all these forces working together, we can face the future confident that no financial disaster awaits us."

Work and Research Recommended

J. E. Lockwood of the Hercules Powder Co., speaking for the producers of naval stores, says:

"I was favorably impressed with the attendance of and interest shown by executives of our leading industries and interests in the program of business cooperation. The facts furnished by representative speakers appeared to evidence clearly, sound conditions and encouraging outlook. While some recession in business has naturally resulted from the severe break in market values of capital stock; yet, it appears evident that the recession will be less and continue for a shorter period of time, had this conference not been held. The program that appears to promise best results is 'research' of each business to determine its facts and possibilities, as recommended by Dr. Klein, and then 'work' along lines thus indicated, as recommended by President Hoover."

Comment of Sidney M. Colgate

Optimism is voiced by Sidney M. Colgate, chairman of the board of Colgate-Palmolive-Peet Co., who writes:

"I was much interested in the conference held in Washington on December 5th. Among the great majority of delegates there was a very decided undercurrent of optimism, based on reports from their industries, not only of present business, but also of that in sight for the coming year.

"With but few exceptions, all the delegates who made specific reports gave encouraging figures concerning expansion and the lack of any unwieldy inventories. Our own industry is so necessary to health and comfort that we see no reason for anticipating any less activity during 1930 than during 1929. Some of the largest firms are building new plants at strategic places, which would indicate that there is no fear on their part of any slackening of consumption of laundry and toilet soap, the use of which is increasing faster than the population."

Revision of Alcohol Formulas Described

*Commissioner Doran's Annual Report Discusses
Output Restriction, Permit Policies,
and Molasses Tariff*

WASHINGTON, Dec. 10.—During the fiscal year ended June 30, 1929, there were produced in this country 200,832,051.08 proof gallons of alcohol, an increase of 31,682,146.25 gallons, compared with the quantity produced during the preceding year, Dr. James M. Doran, Commissioner of Prohibition, stated in his annual report made public on Dec. 7. The report showed that there were withdrawn for tax-free purposes, including withdrawals for denaturation, for export, and for use of the United States hospitals, laboratories, colleges, and other institutions, a total of 185,650,908.41 proof gallons of alcohol, an increase of 22,732,825.95 proof gallons, compared with the quantity withdrawn tax free during the preceding year.

In the year closed June 30 last there was withdrawn from bond, free of tax, for denaturation, 182,778,966.1 proof gallons of alcohol and rum, against 159,689,378.2 proof gallons withdrawn for this purpose during the previous fiscal year. There were 106,960,458.07 wine gallons of denatured alcohol produced during the fiscal year, of which 52,405,451.92 wine gallons were completely denatured and 54,555,006.15 wine gallons were specially denatured, compared with 92,418,025.56 wine gallons of denatured alcohol produced during the previous fiscal year, of which 46,966,601.28 wine gallons were completely denatured and 45,451,424.28 wine gallons were specially denatured.

Molasses Duty Considered

A reference was made by Commissioner Doran to amendments pending in the Senate providing embargo tariffs on blackstrap molasses, which is used for the production of large quantities of alcohol that finds its way into industrial processes. In this connection Dr. Doran said: "The alcohol industry facing a possible higher duty on blackstrap molasses in the present pending tariff bill, produced the last six months of the fiscal year ending June 30, 1929, a much greater per cent of their alcohol quota for the present calendar year than is the usual custom in the trade. This accounts for a substantial increase, which will no doubt be reflected in a lower production for the remaining six months of the present calendar year."

A table embodied in the Doran report shows in striking fashion a remarkable increase in the production of industrial alcohol since 1920. The output that year was more than 18,000,000 gallons; it increased to 85,000,000 gallons in 1921; it dropped to 79,000,000 gallons in 1922, but jumped to more than 122,000,000 gallons in 1923. Production in years since then, given in round numbers, was: 1924, 135,000,000 gallons; 1925, 166,000,000 gallons; 1926, 202,000,000 gallons; 1927, 184,000,000 gallons; 1928, 169,000,000 gallons; 1929, 200,000,000 gallons.

Commissioner Doran pointed out that the substantial increase during the past year in the quantity of completely and specially denatured alcohol manufactured could be readily accounted for. It was due in part he said, to the expanding demand for alcohol as an anti-freeze mixture for automobiles, and to furnish the lacquers which are now used ex-

clusively in finishing automobiles. The expansion of the rayon industry has required additional millions of gallons of specially denatured alcohol, Dr. Doran said. He declared further that the growth and expansion during the past fiscal year of the chemical industries also required more alcohol, which is the basic raw material used in thousands of preparations, including toiletries, and processes.

Limiting Alcohol Production

The policy of limiting the production of industrial alcohol to the actual need of legitimate industry initiated Jan. 1, 1928, has proven to be successful, Dr. Doran said. Under this policy each industrial plant is allotted a fixed quota of the total alcohol to be produced, with a provision that only 40 per cent of their total quota for the year could be produced during the first six months of the calendar year provided that legitimate industries do not require an excess of that quantity. "This program during the past fiscal year," said Dr. Doran, "has been of great benefit to the alcohol industry and the trade by preventing an over-production of alcohol and thus avoiding unstable conditions in the trade in regard to their raw material. This policy has also been a factor in greatly reducing the diversion of industrial alcohol for illegal purposes, because there has been a legitimate market for all the alcohol produced during the past fiscal year and no large surplus was accumulated, which is an incentive for fraud if no legitimate market exists."

Operations were conducted during the fiscal year 1929 at 52 industrial alcohol plants, 75 bonded warehouses, and 77 denaturing plants. There were established during the year, 3 industrial alcohol plants, 5 bonded warehouses, and 3 denaturing plants, while 3 industrial alcohol plants, 1 bonded warehouse, and 4 denaturing plants were discontinued. For the production of distilled spirits for non-beverage purposes other than alcohol, there were operated during the year 32 fruit distilleries and 2 rum distilleries. The number of permits issued for the withdrawal of tax free alcohol under Title III of the national prohibition act to States, Territories and municipal subdivisions, the District of Columbia, scientific universities, colleges, laboratories for scientific research, hospitals and sanitaria amounted to 412, which number is exclusive of renewal permits. In addition there were issued to the United States government 45 permits to withdraw alcohol tax free under Title III and 27 permits for tax-free whisky under Section 3464 of the Revised Statutes.

Permit Situation Told

The number of permits in force on June 30 last was 153,680. The number issued during the fiscal year was 27,440. During the year 123,186 were renewed while 1,135 were revoked. The number of permits cancelled, surrendered, or expired during the year was 23,720. The number of alcohol, denatured alcohol, and wine permits in force June 30 last was 5,120.

The modification of the formulas for specially denatured

alcohol, which is of the greatest importance to both industry and the enforcement agencies of the government, is being studied all the time in the Washington laboratory, Dr. Doran reported. "Substantial and important results," he said, "have already been secured in eliminating weaker formulas from certain lines of industry, thus reducing diversion and assisting the legitimate industry to secure denatured alcohol better adapted to their needs. Research work is being continued in the Washington laboratory with a hope of further strengthening the specially denatured alcohol formulas with the view of not only safeguarding the alcohol, but also for the purpose of making these more adaptable for use in the arts and industries. There are at present only two completely denatured alcohol formulas authorized and the reports received from the field officers throughout the fiscal year indicate they are not being diverted for illegal use on account of the difficulty of manipulating them so that potable alcohol can be produced. Completely denatured alcohol several years ago was a source of considerable illicit liquor, but the diversion of this kind of alcohol for beverage purposes has practically ceased and is no longer a problem. The continued policy of withdrawing certain specially denatured alcohol formulas and the substitution of others for use in certain lines of industry has continued to benefit the industries involved and has substantially reduced diversion to illegal purposes." Commissioner Doran made this statement relative to prescriptions for medicinal liquor:

"The revised official prescription used by doctors for prescribing medicinal liquor has proved to be successful. Druggists were relieved of the detailed record work formerly required, with no additional requirements placed on physicians. The new prescriptions are written in duplicate, one copy being retained by the druggist, the other being sent to the prohibition administrator. These prescriptions are practically impossible to counterfeit."

Tariff Bill Progress Slow

Congress has quit for the holidays with the Tariff Bill still on the Senate calendar and will not resume business until January 6. In the meantime the regular Republican leaders of the Senate will attempt to reconcile many differences in the hope of expediting action on the Tariff program when debate is taken up again next month. Very little progress was made on the measure in the Senate in the pre-holiday session that began on December 2.

While the leaders intend to bend every effort after the holidays to hurry Senate action on the Tariff bill doubt is expressed that the measure will pass before February, and some are pessimistic enough to believe that it will not emerge from the upper chamber until some time in March.

It is believed that it will take the conference committee at least a month to complete its first report, and then there is likely to be more debate in the Senate. The bill probably will become a law, so far as rates are concerned, substantially as it is passed by the Senate. The principal troubles in conference, and subsequently in Senate and House, will be over the farm debenture amendment and the one that proposes to circumscribe the powers of the Federal Tariff Commission. The administration is bitterly opposed to both propositions. It will absolutely insist upon the elimination of the debenture plan.

As the Senate amended the flexible tariff clauses it is provided that hereafter reports on changes in rates, either upward or downward within a limitation of 50 per cent, shall

be submitted direct to Congress instead of to the President. The President, therefore, would be deprived of the authority to make changes in rates. A compromise is in the making on the flexible tariff that is receiving favorable consideration. It has been suggested that the amendment affecting the commission should be amplified so as to provide that if Congress fails within a period of three months after the commission has recommended a change in a given rate to act upon it that the change shall become effective immediately by proclamation of the President. It is understood that in the final analysis, if the Senate stands pat on the flexible provision as it stands, that the administration will accept the compromise.

From the standpoint of the American manufacturers of toilet articles the bill is now in fairly good shape. As heretofore reported in these columns, the Senate has rejected the 82½ per cent rate on hand-made perfume bottles, substituting a rate of 75 per cent which will be reviewed in conference. While the amendment prescribes a rate of 65 per cent on machine-made perfume bottles indications are that this will be deleted later either in the Senate or in conference, and those containers thrown over into Par. 217 and made taxable, as they are at present, at a duty of 50 cents per gross.

The sugar schedule, which is of direct concern to the alcohol using industries for the reason that it embodies blackstrap molasses which the bill makes dutiable at one-sixth of a cent a gallon, remains to be considered by the Senate. It will come up for consideration early in January. Proposals have been made for embargo tariffs on blackstrap, but the chances are that they will be rejected. The rate of one-sixth of a cent a gallon recommended by the Finance Committee undoubtedly will stand. The status of Par. 28, which contains clauses exempting perfume materials and compounds from the application of American methods of valuation; of the provision retaining foreign market value on the basis of invoices of perfume materials and finished perfumes; of the paragraph retaining the 75 per cent rate on finished perfumery, and other items in which American manufacturers of toilet articles are concerned, was set forth in a Washington dispatch printed in the November edition of *THE AMERICAN PERFUMER*.

Tennessee Tax Bill Introduced

The Legislature of the State of Tennessee has before it a bill designed to raise money for school and other development by a tax on numerous "luxury" items. The bill, which was introduced on December 6, would levy a tax of 10 per cent on cosmetics among other things.

The definition of cosmetics contained in the measure reads as follows: "Every external application intended to beautify and improve complexion, skin or hair," and includes "face powders, face rouges, face lotions, facial creams, lipsticks, 'lashlux,' depilatories, skin lotions, astringents, bath salts, bath powders, talcum powders, skin foods, hair dyes, hair tonics, hair oil, shampoos, liquid perfumes, powdered perfumes, and all other substances used or intended to beautify and improve the complexion, skin or hair."

Co-operative measures designed to remove cosmetics from the list of products to be taxed are being taken and manufacturers, especially those located within the state, are working on the subject. The governor of Tennessee has asked that cosmetics be deleted from the measure.

Researches on Aldehydes*

Comparison of Rates of Oxidization of Several Aldehydes

by Marston Taylor Bogert and David Davidson¹

BECAUSE of their importance in perfumery, and of their instability when so used, an investigation of the changes which odorous aldehydes undergo in perfume blends and in other products of the industry has been undertaken, for the purpose of discovering how to protect such products from alteration and deterioration.

Of the many changes and reactions to which aldehydes are susceptible, none are more troublesome than those due to oxidation. It seemed wise therefore to study these first, and to conduct the experiments in such a manner as to reduce the number of variables to a minimum.

It should be clearly understood that the present communication is only a preliminary survey of the field and is to be followed by others which will report fully upon the more important results of the investigation.

To determine the relative velocities of oxidation, the carefully purified aldehydes were agitated vigorously in an atmosphere of oxygen and the number of cc. of oxygen absorbed per minute measured.

The method of operation was roughly standardized, all oxidations being carried out in the same apparatus, with oxygen from the same cylinder, and under similar conditions of temperature, light, speed of agitation, etc. The temperature was controlled within 2° or 3°. Variations in light, depending upon the season and time of day, were frequent cause of erratic fluctuations in the oxidation velocities, and more elaborate apparatus must be devised before this factor can be controlled with any accuracy. The measurements taken in the dark were much more dependable and varied within much narrower limits. The condition of the interior walls of the shaking apparatus exerted a definite influence upon the oxidation velocities, which varied depending upon the method of cleaning, the length of time the cleaning solution was left in contact with the apparatus, etc. The shaking was at the rate of approximately 300 strokes per minute. The time intervals were recorded with an ordinary watch. The cause of some of the discrepancies observed, as explained beyond, was due undoubtedly to the presence of impurities in the aldehydes under examination.

It is believed that the results, while not presented as exact scientific constants, do nevertheless represent the relative velocities of oxidation under the experimental conditions employed and appear to be the first quantitative experiments of the kind on record. The figures are not only interesting in themselves, but also in the information they supply concerning the influence of chemical constitution upon speed of oxidation. A second series of experiments was conducted under the same conditions except that the apparatus was coated with a heavy black enamel paint to exclude all light, and in this way the influence of the light factor was ascertained.

In addition to the work with the individual aldehydes, mixtures of two different aldehydes were tested, to see in what way the oxidation velocities of the two would be affected and some rather surprising results were obtained which indicate the possibility of so blending odorous aldehydes as to reduce the oxidation velocities of the more sensitive ones. On the other hand, it is equally important for the practical perfumer to know that he may so select his aldehydes as to get exactly the opposite effect and unwittingly compound a mixture which will oxidize more rapidly than any of its components separately.

The aldehydes studied so far have been the normal aliphatic C₇, C₉, C₁₀ and C₁₁ aldehydes, citral, benzoic, *p*-toluic, *p*-anisic, piperonal, salicylic, vanillin, ethyl vanillin, cinnamic and *a*-amylcinnamic. We are under especial obligations to the following firms, who have generously supplied us with some of these aldehydes: Fritzsche Brothers, Inc., Givaudan-Delawanna, Inc., George Lueders & Co., the George Silver Import Co., and van Ameringen-Haebler, Inc.

Further, the influence of the solvent upon the oxidation velocity of the dissolved aldehyde has been determined quantitatively and the powerful retarding effect of the ordinary alcohols measured. The result varies with the chemical constitution of the solvent. The alcohols employed were ethyl, *n*- and *iso*-propyl, and benzyl.

In order that we might have an adequate supply of high grade ethyl alcohol for use in our work, the United States Industrial Alcohol Company have prepared and presented to us two lots of specially distilled alcohol, one of "absolute" grade and the other of 192 proof, both of which are stored in sealed tin-lined five gallon drums, and for which we are most grateful.

Materials: Aldehydes

The purest products available on the market were subjected to careful fractional distillation under reduced pressure in an atmosphere of nitrogen. Only the middle cut was used in our experiments, the first runnings and the higher boiling fractions being rejected. The solid aldehydes were re-crystallized to constant melting point.

Table I shows the m.p. or b.p. of these aldehydes.

Table I

| Aldehyde | M. P. | B. P. @ 20 mm. |
|--|--------|-----------------------|
| <i>n</i> -Heptanal (C ₇) | | 52-53° |
| <i>n</i> -Octanal (C ₈) | | 73-73.5° (22 mm.) |
| <i>n</i> -Decanal (C ₁₀) | | 101.5-102.5° |
| <i>n</i> -Undecanal (C ₁₁) | | 125-127° (26 mm.) |
| Citral | | 112.5-113.5° (18 mm.) |
| Benaldehyde | | 70° |
| <i>p</i> -Toluinaldehyde | | 95.96° |
| <i>p</i> -Anisaldehyde | | 129-130° |
| Piperonal | 36° | |
| Salicylaldehyde | | 84-85° |
| Vanillin | 81-82° | |
| Ethyl vanillin | 79-80° | |
| Cinnamaldehyde | | 129-131° |
| <i>n</i> -Amylcinnamaldehyde | | 168-170° |

Immediately prior to an experiment using any of these aldehydes, the aldehyde was redistilled at 20 mm. in an at-

* Contribution from the Research Department, American Manufacturers of Toilet Articles.

¹ A. M. T. A. Senior Research Assistant.



mosphere of nitrogen, to eliminate any oxidation or alteration products which might have formed in it on standing, even when, as was usually the case, the aldehyde had been kept in an atmosphere of nitrogen.

In spite of these precautions, it is not maintained that all of these aldehydes as used were absolutely pure since some are exceedingly difficult to purify because of their instability, while others may contain traces of impurities not readily eliminated unless larger amounts are worked up than we had at our disposal. It is believed nevertheless that the results obtained with these aldehydes and recorded beyond, do give a close approximation to the truth and are hence of considerable value.

In the light of these experimental results, it seems probable that the irregularities observed in the case of those aldehydes, notably the aliphatic ones, which show abnormally low oxidation rates, are due to the presence therein of isomers or homologs.

Alcohols

The boiling points of the alcohols used were as follows:

| Alcohol | B.P. |
|----------|--------------------|
| Ethyl | 78-79° |
| n-Propyl | 95-96° |
| i-Propyl | 80-81° |
| Benzyl | 102-104° at 20 mm. |

Apparatus and Method

The Micro Van Slyke amino apparatus (Fig. 1) was adapted for measuring the oxidation rates of the aldehydes, merely by disconnecting and removing the Hempel gas pipette bulbs connected with the burette C, thus giving the latter one direct outlet to the air.

Before making a run, the apparatus was cleaned carefully with chromic acid mixture, then washed thoroughly with distilled water and dried by drawing through it a current of dry air. The gas inlet tube E was then attached, the burette C and its leveling bulb filled with distilled water, and all air in the apparatus displaced by oxygen.

The aldehyde was introduced into burette A and drawn into the reaction vessel in measured amounts by lowering the leveling bulb and opening stopcock B. Shaking was conducted at the rate of 300 strokes per minute, and the level of the oxygen in burette C was recorded at regular time intervals. From these readings a curve of total oxygen absorbed *vs.* time was plotted.

When the oxygen in burette C was nearly exhausted, more was introduced through D. When the rate of absorption was so rapid as to require frequent refilling of the burette, a rate *vs.* time curve was plotted and by integration of this curve a total volume *vs.* time plot obtained.

The oxidation rate for some aldehydes was so slow at room temperature that the experiments were conducted at 100° instead, by placing the aldehyde in a steam-jacketed test tube connected with the reaction vessel.

In those experiments where it was desired to exclude all light, the reaction chamber was covered completely with a heavy coating of black enamel paint or lacquer, as noted above.

For the experiments with dry in place of moist oxygen, burette C and its leveling bulb (Fig. 1) were filled with distilled mercury instead of distilled water.

Oxidation of Aldehydes in the Dark

In Figure 2 are reproduced several curves obtained by the method just described, using 4 cc. of aldehyde for each run and conducting the oxidation in the dark. These curves are plotted from total oxygen absorbed *vs.* time, and show the

variation in the velocity of the reaction as the oxidation proceeds. Cinnamic aldehyde, for example, whose initial oxidation rate is less rapid than that of benzaldehyde, oxidizes faster than the latter after the absorption of about 10 cc. of oxygen, so that the velocity curves of the two intersect when projected beyond the top of the graph; or, expressed somewhat differently, the oxidation rate for benzaldehyde was greatest at the beginning of the reaction and then fell off rapidly, whereas with cinnamic aldehyde it rose gradually to a maximum and then fell off.

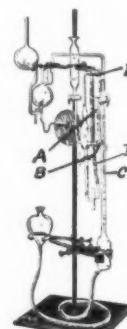


FIG. 1

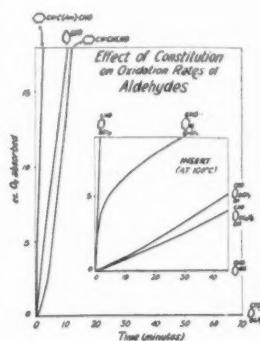


FIG. 2

Table II, on the other hand, records the average maximum oxidation velocities in the dark, as cc. of moist oxygen (at 22° or 100°) absorbed per minute by 4 cc. of the aldehyde.

Table II

| | Dark Oxidation Rate (cc. of oxygen absorbed per minute by 4 cc. of aldehyde) | |
|-----------------------------|---|---------|
| | At 22° | At 100° |
| Aldehyde | | |
| a-Amylcinnamaldehyde | 5.4 | ... |
| Cinnamaldehyde | 2.2 | ... |
| Octanal | 2.00 | ... |
| Benzaldehyde | 1.6 | ... |
| n-Heptanal (Enanthaldehyde) | 1.1 | ... |
| Citral | 0.35 | ... |
| Decanal | 0.014 | ... |
| Undecanal | 0.007 | ... |
| p-Anisaldehyde | 0.000 | 4.0 |
| Piperonal | ... | 2.0 |
| Vanillin | ... | 0.12 |
| Ethylvanillin | ... | 0.10 |
| Salicylaldehyde | ... | 0.000 |

These measurements lead to the following tentative deductions:

1. Aliphatic aldehydes (except octanal) oxidize less rapidly than benzaldehyde.

2. Aldehydes of cinnamic type oxidize more rapidly than benzaldehyde.

3. The presence of ether groups attached to the benzaldehyde nucleus (as in anisaldehyde and piperonal) greatly diminishes its oxidation velocity.

4. A free phenolic group is still more effective in retarding the oxidation of the aldehyde (vanillin and ethylvanillin).

5. The influence of such a free phenolic group appears to be greater when *ortho* (salicylaldehyde) than when *para* (vanillin and ethyl vanillin) to the aldehyde group.

The rates for the aliphatic aldehydes seem erratic and may be due to impurities in the products used. This question will be further studied in the development of the research.

ORGANIC LABORATORIES,
COLUMBIA UNIVERSITY,
NEW YORK, N. Y.

(To Be Continued)

Italian and Spanish Sweet Orange Oil

by Dr. Ernest S. Guenther,
Chief Research Chemist of Fritzsche Brothers, Inc.,
New York City

CITRUS *Aurantium*, var. *Dulce L.*, is extensively cultivated in the south of Italy (Sicily and Calabria), along the east coast of Spain, in California, Florida, the West Indies and, nowadays, also in South Africa, Brazil, Palestine and Japan. In the following article we shall restrict ourselves to a study of the Italian and Spanish oils, leaving the Californian, Florida and West Indian oils—important though they are, especially to the American consumer—for a later publication.

According to official statistics, the total production of oranges in Italy is distributed as in the table below.

The most important regions are those in the southern part of the Italian Peninsula, in Sicily and Calabria. Outstanding centers for export of the highest grade of edible fruit are in Sicily in the province of Catania, especially in such villages as Paternò, Biancavilla, Adernò, and Bronte. In Calabria, the villages of Gallico and Rosarno are centers for the export of orange fruit.

Radicena, Varapodio, Oppido and Cittanova, situated in the higher altitudes of the province of Reggio in Calabria, are important centers for the production of orange fruit used for the manufacture of the finest quality of oil. Another center for the production of oil is Barcellona on the northern coast of Sicily. These two last named cen-



ters produce about 80 per cent of the total output of Italian oil of sweet orange. A third center is in the higher situated regions of the province of Syracuse in Sicily, in such villages as Francofonte, Scordia and Palagonia.

Orange trees are able to withstand a somewhat harsher climate than lemon trees. They bloom only once a year, in May. The harvest of those fruits destined for the manufacture of oil begins early in October and lasts until the end of December. The harvest of the fruit intended for export as edible case fruit begins in December and lasts up to April and sometimes to the middle of May. Thus we see that Italian producers make a clear differentiation between a first quality fruit suitable and intended for export, and a second lower quality better adapted for the pressing of oil. These two qualities can originate from different geographical regions or from different groves which, according to their age and condition, produce a corresponding higher or lower grade of fruit.

A young, vigorous and well-cultivated orange grove is bound to produce good, healthy fruit which can stand packing into cases and export to Central Europe. On such

fruit the grove proprietor can realize quite a profit as compared with second-grade fruit from an old or neglected orchard which he can only sell at best to a manufacturer of orange oil. It is evident that natural occurrences such as frosts and storms can considerably increase the quantity of second-grade fruit normally available for the pressing of oil and it is no wonder that such weather conditions are likely to do the most damage to old orange groves or to those which have been neglected. After a period of bad weather a young, well-cultivated orchard will show fewer windfalls than an old one.

In differentiating between the two qualities of fruit, strict rules do not exist and it is possible that some of the second quality is used as edible fruit for consumption in the home market or even for export whenever there is a marked shortage and a big demand for case fruit, and vice versa. Good, first-class fruit is sometimes used for the pressing of oil whenever there is a big demand for oil and when the high prices of the latter allow the working up of first-quality fruit. The entire matter is closely related to the question of price calculation of oil of orange.

The total output of oil of orange in Sicily varies between 300,000 to 400,000 Sicilian pounds per year (about 200,000 to 300,000 American pounds). The export of 1928 was about 275,000 American pounds.

The manufacture of oil of orange in Italy is still done by the old-fashioned methods of handpressing. All of the various apparatus and machines more or less successfully in use in Italy for the manufacture of oil of lemon cannot be applied in any marked degree to the production of oil of orange. As yet these machines have not been perfected enough technically to serve for the pressing of oranges. Thus the old-fashioned, tedious method of handpressing is still almost exclusively in use for producing Italian orange oil.

The fruits are first cut into halves and with a special spoon the pulp is removed. The peels are then soaked for a short time in water to give them a certain stiffness and are then pressed with the thumb and forefinger of one hand into a sponge held with the other over an earthen pot. From time to time the sponge as it becomes saturated with oil is pressed and emptied into the earthen pot beneath where the presser's daily output of oil accumulates. It is necessary repeatedly and thoroughly to wash out the sponges otherwise the quality of the oil would suffer. The entire procedure is carried out in dark cellars lighted only by a few candles. It is claimed that pressing in daylight would unfavorably affect the quality and yield of oil.

One skilled laborer can press in the course of an eight-hour day about 5 Sicilian pounds of oil (about 3½ American pounds). One thousand oranges weighing 110 to 120 kilos (about 242 to 264 American pounds) yield from 1½

| | |
|---------------------|------|
| Sicily | 57% |
| Calabria | 20% |
| Campania | 16% |
| Apulia | 3% |
| Liguria | 0.7% |
| Other regions | 3.3% |

ters produce about 80 per cent of the total output of Italian oil of sweet orange. A third center is in the higher situated regions of the province of Syracuse in Sicily, in such villages as Francofonte, Scordia and Palagonia.

Orange trees are able to withstand a somewhat harsher climate than lemon trees. They bloom only once a year, in May. The harvest of those fruits destined for the manufacture of oil begins early in October and lasts until the end of December. The harvest of the fruit intended for export as edible case fruit begins in December and lasts up to April and sometimes to the middle of May. Thus we see that Italian producers make a clear differentiation between a first quality fruit suitable and intended for export, and a second lower quality better adapted for the pressing of oil. These two qualities can originate from different geographical regions or from different groves which, according to their age and condition, produce a corresponding higher or lower grade of fruit.

A young, vigorous and well-cultivated orange grove is bound to produce good, healthy fruit which can stand packing into cases and export to Central Europe. On such

to 2 Sicilian pounds (about 1 lb. 3/4 oz. to 1 lb. 6 1/2 ounces American). This corresponds to an approximate average yield of about 0.4 per cent to 0.5 per cent, which naturally varies with the season and condition of the fruits. Sicilian producers claim that green-yellow oranges give a considerably higher yield than the mature yellow-red fruits.

A manufacturing process different from the above described method of handpressing is that of Peratoner. It is used by a firm in Palermo and consists in vacuum direct steam distillation of the finely cut and mechanically pressed orange mass. Although the application of a vacuum and, consequently, the lower distillation temperatures tend to diminish the deteriorating influence of steam, the end product of the distillation cannot be compared in quality with a handpressed oil. It seems that steam under already comparatively low temperatures (50 to 60° cc.) unfavorably reacts upon the oil and that furthermore all steam distilled

Let us base our figures upon the working up of 1,000 fruits. The average weight of this quantity would be around 110 to 120 kilos (242 to 264 American pounds); the cost of labor, etc., about 7.20 lire. The price of oranges fluctuates considerably, but for the sake of calculation let us assume that 1,000 oranges cost 90 lire, so that the cost of raw material and labor together would amount to 97.20 lire. The probable oil yield from these 1,000 fruits might be taken as 1 pound 4 ounces, which would correspond to a gross cost of \$4.10 per pound. Of course, the yield is also subject to fluctuation.

A very important factor in calculating the cost of orange oil is the value of the by-products obtained; in this case orange juice in the amount of about 45 lire. The price for the juice changes with market conditions.

It will be noted that we have omitted to calculate any profits, shipping or packing costs.



PRODUCTION OF HANDPRESSED CITRUS OILS IN SICILY

1. Picking the Fruit. 2. Removing the Pulp. 3. Pressing the Oil.

orange oils are more subject to deterioration by the influence of air and oxygen upon standing. Therefore, steam distilled orange oils do not keep as well as the pressed oils.

The fruit pulp which has been removed before handpressing, is subjected to pressure in a quite primitive spindle or hydraulic press. The fruit juice obtained in this manner is usually protected against fermentation by the addition of a slight percentage of formic acid and sold for export.

The relatively small quantity of citric acid present in the orange juice does not justify the working up of the juice into calcium citrate and citric acid.

Calculation and Cost

It is not possible to establish a binding calculation of the cost of producing Italian orange oil because the most important item, namely, the price of the fruit, is subject to frequent fluctuation. It depends upon temperature, climatic conditions, the general outcome of the crop and upon the ratio between the amount of edible fruit exported and the quantity of fallen fruit. The demand for edible fruit in Central Europe, in turn, depends upon the results of the Californian and Spanish crops; altogether a most impenetrable complex of factors which in general leave ample leeway for pure speculation.

We can only attempt to give an approximate idea of the cost of handpressing in its various stages.

| | Lire |
|---|------------------|
| Cost of cutting the fruits into halves | 0.50 |
| Cost of removing the pulp | 1.20 |
| Cost of handpressing of the peels | 5.00 |
| Amortization of sponges, knives and baskets | 0.50 |
| Cost of 1,000 oranges | 90. |
| Total cost of raw material and labor | 97.20 |
| Less, estimated value of orange juice obtained..... | 45. |
| Net cost of 1 1/4 lbs. of Handpressed Orange Oil..... | 52.20 |
| Or | \$2.20 per pound |

It is interesting to note that in the above calculation, the manufacturing of the oil represents less than one-tenth of the cost of the fruit.

Constituents of Oil of Orange

Ample reference may be found in the text-book of Gilde-meister & Hoffman—*The Volatile Oils*—Volume III.

More than 90 per cent of the oil consists of d-limonene. Among the oxygenated constituents are:

- d-Linalool
- d-Terpineol
- n-Nonyl Alcohol
- n-Decyl Aldehyde
- n-Caprylic Acid partly esterified with alcohols.
- Methyl Anthranilate

The presence of citral has been doubted. Further research work on the constituents of orange oil would be very interesting.

Analysis of Oil of Sweet Orange

This consists in the determination of the specific gravity, optical rotation, refractive index, percentage of aldehydes calculated as C₁₀ (according to Kleber's method), evaporation residue and, finally, the saponification value of the evaporation residue. The specific gravity and optical rotation alone are sufficient to detect crude forms of adulteration, both properties being very characteristic for oil of orange. The exact determination of the temperatures under which the specific gravity and optical rotation have been taken is very important, since these two properties vary greatly according to temperature.

A modified method of determining the aldehydes, with hydroxylamin-chlorhydrate, has been suggested by Bennett & Salomon¹ and discussed by Schimmel & Company.²

It is also advisable to test for the presence of pinene, the positive reaction for which would indicate adulteration.

Chemical and Physical Properties

They are not subject to much variation. They neither differ in various regions and localities of production, nor do they deviate greatly from the normal properties during different years or seasons.

The following is a list of properties as they have been found during the last few years by some of the noted authors:

| Author | Year | Specific Gravity at 15° C. | Optical Rotation at D 15° | Evaporation Residue % | Aldehyde Content Calculated as C ₁₀ % |
|----------------|--------|----------------------------|---------------------------|--|--|
| E. Berthé | 1925/6 | .848-.850 | +98° to +99° | 2.5-3 | 1.5-2.5 |
| E. Berthé | 1926/7 | .847-.849 | +99° to +100° | 2-2.5 | Normal |
| Ogston & Moore | 1927/8 | Normal | Normal | Higher than Normal frequently higher than 2%. | |
| La Face | 1928/9 | .8488-.8480 | +98.87° to +99.6° | 1.5-1.8 | |

A. H. Bennett³ showed that 70 per cent of the oil analyzed by him from 1914 to 1922 had an optical rotation of from +98° to +99°, the rest diverging only by tenths of a degree. More than 90 per cent of the oils had a density of from 0.848 to 0.850; few exceptions originating usually from very ripe fruits attained a specific gravity of 0.8505. The evaporation residue was between 1.3 to 2.3 per cent. The content of aldehyde calculated as decyclic aldehyde was 1 to 1.5 per cent. The optical rotation of the first 10 per cent of the distillate was two-tenths to three-tenths of 1 degree higher than the original oils.

Samples which the writer had made under his own supervision in Messina during the early season of 1928-1929 show the following properties:

| Specific Gravity at 25° C. | Optical Rotation at 25° C. | Evaporation Residue | Solubility at 25° C. | Aldehyde Content Calculated as C ₁₀ % |
|----------------------------|----------------------------|---------------------|----------------------|--|
| 0.8440 | +96° 1' | 2.30% | Insoluble in | 2% |
| 0.8443 | +96° 25' | 2.36% | 90% Alcohol | 2.1% |
| 0.8445 | +96° 40' | 2.40% | " | 1.9% |

The Adulteration of Oil of Oranges

The above described tests exclude, or at least should exclude every form of crude adulteration and yet oil of orange is subject to adulteration just as is oil of bergamot or oil of lemon. The products generally and widely used for that purpose are the terpenes originating from the manufacture of terpeneless and sesquiterpeneless oil of orange which is almost exclusively carried out by distillation or fractionation *in vacuo* and the huge quantities of ter-

penes originating therefrom are freely dealt with in Sicily and Calabria. These terpenes are not exported to any extent, but are in great demand on the domestic market. To what use they are generally put is an open secret in Italy. The writer knows of an important manufacturer of terpeneless oils who sells 60,000 to 70,000 Sicilian pounds of terpenes annually in Sicily and Calabria.

Since these terpenes constitute about 90 per cent of the original oil they do not differ much from the latter, at least not chemically, and it is quite easy to "reconstitute" an oil of orange by the addition of a few percent of oxygenated constituents such as aldehyde C₁₀, citral, linalool, terpineol and acetates to the terpenes distilled off from the original oil of orange. Some dealers go so far as to offer as hand-pressed oil of orange such mixtures of terpenes and added oxygenated constituents. At any rate, a moderate percentage of a skilfully made compound in a commercial quality of handpressed oil of orange is sometimes quite difficult to detect, at least chemically, and demands an experienced nose and pure standard samples for comparison.

Spanish Oil of Sweet Orange

If we start out in a car from Barcelona traveling south for days, over new and excellent highways, between mountain chains on our right and the blue Mediterranean on our left, we pass through a long, narrow strip of land which is Spain's most fertile and richest soil. It is a paradise in its beauty and fertility. This long coast strip amply irrigated is the land of the famous Spanish oranges.

Shortly after leaving Castellón we enter the zone of orange groves. We are surprised at the extent and abundance of orchards and impressed by the prosperous and healthy appearance of the groves. Coming from Sicily we have become accustomed to old, and even neglected orange groves; here in Spain we find well cultivated orchards and all along we notice young plantations a few years old or just being started. We can readily understand why Spain has become Italy's most dangerous competitor for fresh orange fruit on the markets of Central Europe. Being particularly interested in oil of orange we at once conceive the fundamental difference in the production of this oil in Italy and Spain.

While in Sicily and Calabria certain regions partly because of the poor conditions of their orchards produce a second quality of fruit which from the very beginning is intended for the expressing of oil, the groves in Spain are generally in such good condition that they produce sound, healthy fruit which in most cases can be exported as edible fruit with greater profit.

In Spain there are two main regions for the production of orange oil. One district, "La Ribera" in the province of Valencia stretches south of Valencia towards Pueblo Largo and La Encina. The center of production here is around Carragente. The other district, "La Plana" in the province of Castellón stretches north of Valencia toward Castellón and has its centers of production near Burriana and Villarreal.

Spanish exporters estimate the production of oil in 1928-1929 as: 16,000 kilos in "La Ribera" and 6,000 kilos in "La Plana," although according to other estimations it was higher and may increase in years of heavy production to as high as: 45,000 kilos for "La Ribera" and 18,000 kilos for "La Plana."

It is certain that the production of oil in Spain will increase with the years and as the production of fruit increases, since new orchards are constantly being planted.

¹ *Th. Perfumery & Essential Oil Record*, 18 (1927), 511.

² *Schimmel Reports*, 1929, 153.

³ *Th. Perfumery & Essential Oil Record*, 13, (1922), 238.

In the manufacture of oil of orange, three qualities of fruit are recognized in Spain. The best oil is obtained from the "Naranja Blanca" or "Comun," a second quality from "Sanguina" and a third from "Verna," which is not so well suited for the pressing of oil.

Spanish fruit exporters obtain such a favorable price for their fruit that the oil manufacturer, whether he be orchard owner or fruit exporter himself, or merely oil manufacturer, cannot afford to use or buy normal fruit for his pressing. As a rule, only damaged fruit is worked up in Spain for the production of oil. By damaged fruit we mean:

First—Windfalls.

Second—Fruits which have been attacked by insects (Piojos Rojos). (Against this latter plague, however, a well-directed campaign is being carried on at the present time and there is hope that the disease will be wiped out.)

Third—Fruits which have suffered from frost. (This is the worst damage since it may affect the peels to such an



PRODUCING ORANGE OIL IN SPAIN

extent that they become soft and cause trouble even in the pressing of oil.)

Damaged fruit which is not apt to withstand transportation and export is sold at a price considerably lower. This price depends upon the condition of the fruit and the general demand for fresh fruit. There is also a possibility for the producer to sell slightly damaged fruit as edible fruit on the local Spanish markets.

Therefore, we see that the price of the fruit available for pressing depends upon many complicated factors which, in turn, tend to make the manufacture of oil of orange sometimes a dangerous and quite speculative enterprise. There may be times when there is such a demand for edible fruit that even slightly damaged fruits are exported. There may be times when practically no damaged fruit is available and the oil manufacturer would have to use normal and sound fruit. This in most cases ends the possibilities for pressing oil.

Method of Manufacture

While the exceedingly low wages in Sicily still permit handpressing of orange peels, labor conditions in Spain early necessitated the introduction of a machine process. (Laborers in the Spanish orange orchards earn up to 12 pesetas per day; laborers employed in the orange factories 7 to 8 pesetas, while girls make about 4 pesetas per day.)

The manufacture of oil in a mechanical way and the fact that the Spanish orange regions are provided with good roads over which the fruit can be transported to manufacturing centers make it possible in Spain for the pressing to be done in small or medium-sized factories springing up in ever increasing numbers, while the handpressing of oil in Sicily is still generally a primitive home industry.

The following is the process of manufacturing oil of orange as usually applied in Spain:

In a small case-like closed apparatus one or two girls with both hands hold two or four oranges through a round opening with slight pressure against a rapidly rotating (400 revolutions per minute) perforated, grated disc which removes the peel in a few seconds time. The gratings of the peels fall down to the bottom of the interior of the casing. One girl can peel daily about 30 to 40 arobas of oranges (345 to 460 kilos or 759 to 1,012 American pounds). The soft mass of orange peel gratings is collected from time to time into heavy sack-like hair cloths and put into a hydraulic press where the sacks with their content of orange peel gratings are pressed between heavy metal discs. It is important to submit the gratings to hydraulic pressure as soon as possible, otherwise the quality of oil and the yield would suffer greatly.

The hydraulic pressure at the beginning of the operation is about 50 atmospheres per square centimeter and is increased up to 100 and 130 atmospheres. At this pressure the oil and water contained in the gratings separate from the cells which had previously been broken up to a great extent by the process of grating.

The dark mixture of essential oil and water coming through the cloth packing is collected. After a few hours the oil and water separate, the oil is filtered and stored in the dark. It is only after standing in the dark for a period of at least fourteen days that the oil begins to show its characteristic fine, delicate flavor.

The pressed cake of gratings remaining in the hydraulic press is submitted to steam distillation and gives a second grade, distilled oil of orange. As long as the whole process of manufacture was carried out mainly by farmers and small producers this distilled oil was regularly added to the pressed oil and the mixture of pressed and distilled oil usually sold on the market as normal pressed oil. It is only now with the springing up of larger and more modern enterprises controlled by progressive exporters that pure pressed and distilled oil of orange are offered and marketed separately.

Yield of Oil

As an approximate average we can say that 22 to 25 arobas (about 558 to 634 American pounds) render 800 grams (1 lb. 12 ounces American) of pressed oil and 200 grams (7 ounces) of distilled oil. This represents a yield of 0.277 to 0.318 per cent for the pressed oil alone and 0.318 to 0.344 per cent for the pressed and steam distilled oil together.

Comparing this yield with the approximate yield of about 0.4 per cent obtained in Sicily and Calabria by handpressing we are surprised not to find a higher yield in Spain. We are apt to assume logically that the high pressure of 100 to 150 atmospheres applied in the Spanish process should yield much more oil than the gentle handpressing in Sicily. The reason must lie in the nature of the Spanish fruits. It is quite possible that they contain less oil than the Sicilian and Calabrian oranges. Another explanation might be found in the fact that the Italians prefer to use the early green-

(Continued on Page 594)

Final Toilet Goods Census Report

PERFUMES, cosmetics, and other toilet preparations produced in the United States in 1927 were valued at \$178,473,936 as compared with values of \$147,392,734 in 1925, \$119,237,060 in 1923, and \$90,756,063 in 1921, according to the Census of Manufacturers for the first year

named covering "The Drug Industries," which, for Census purposes, includes druggists' preparations, patent and proprietary medicines and compounds, perfumes, etc., drug grinding, and essential oils.

The Census report recently made public continues to

Table I

PRODUCTS, BY CLASS AND VALUE, FOR THE UNITED STATES, 1921 TO 1927, AND FOR STATES, 1927

(This table presents statistics for all States for which separate figures can be given without disclosing data reported by individual establishments)

PERFUMES, COSMETICS, AND OTHER TOILET PREPARATIONS

| State and Census Year | Total | Perfumes and toilet waters | Creams, rouges, etc. | Dentifrices | Hair tonics | Face powders | Talcum and other toilet powders | Other toilet preparations |
|------------------------------------|---------------|-------------------------------|-------------------------|--------------|--------------|--------------|---------------------------------------|------------------------------|
| United States..... | \$178,473,936 | \$23,769,711 | \$40,711,459 | \$30,692,834 | \$11,638,678 | \$21,582,602 | \$11,099,728 | \$38,978,924 |
| 1927 | 147,392,734 | 20,357,539 | 35,548,920 | 25,736,068 | 9,990,986 | 21,377,529 | 34,381,692 | |
| 1925 | 119,237,060 | 2..... | 2..... | 2..... | 2..... | 2..... | 2..... | 2..... |
| 1923 | 90,756,063 | 2..... | 2..... | 2..... | 2..... | 2..... | 2..... | 2..... |
| 1921 | | | | | | | | |
| Alabama and Florida..... | 536,071 | 47,228 | 17,233 | 1..... | 7,625 | 1..... | 414,173 | 20,814 |
| California..... | 2,480,009 | 418,327 | 566,397 | 277,487 | 447,327 | 120,330 | 25,750 | 624,191 |
| Connecticut..... | 7,259,267 | 932,092 | 3,848,499 | 2,267,832 | 1..... | 1..... | 1..... | 145,129 |
| Georgia..... | 538,816 | 7,711 | 23,620 | | 73,495 | 22,610 | 46,156 | 365,224 |
| Illinois..... | 17,430,556 | 1,827,265 | 4,155,181 | 5,484,445 | 540,129 | 2,003,997 | 571,053 | 2,846,486 |
| Indiana..... | 2,306,130 | 377,682 | 357,639 | 6,925 | 293,152 | 125,243 | 39,550 | 1,105,939 |
| Iowa..... | 4,130,767 | 270,404 | 862,154 | 9,560 | 376,207 | 2,234,964 | 18,840 | 358,638 |
| Kansas..... | 39,999 | 1..... | 4,573 | 1..... | 1..... | 1..... | 1..... | 9,511 |
| Kentucky and West Virginia..... | 598,902 | 1..... | 1..... | | 294,401 | 11,381 | 1,491 | 248,059 |
| Louisiana..... | 257,995 | 41,709 | 48,342 | 6,432 | 9,955 | 15,293 | 95,993 | 40,271 |
| Maine, New Hampshire, Vermont..... | 40,203 | 5,143 | 7,058 | 1..... | 1..... | 1..... | 2,563 | 3,552 |
| Maryland..... | 685,744 | 189,203 | 280,101 | 58,476 | 73,865 | 22,729 | 41,702 | 19,668 |
| Massachusetts..... | 5,592,069 | 1,527,763 | 995,345 | 435,467 | 175,984 | 1,144,453 | 867,299 | 445,758 |
| Michigan..... | 3,741,374 | 511,231 | 1,463,660 | 500,628 | 346,295 | 105,324 | 297,733 | 516,503 |
| Minnesota..... | 3,570,417 | 463,589 | 1,291,293 | 75,082 | 289,052 | 210,250 | 73,165 | 1,173,981 |
| Missouri..... | 9,165,564 | 471,637 | 606,479 | 3,75,238 | 1,517,597 | 329,053 | 523,476 | 1,954,934 |
| Nebraska..... | 90,830 | 1..... | 1..... | | | | | 68,233 |
| New Jersey..... | 22,746,699 | 1,405,950 | 1,107,099 | 11,864,274 | 301,361 | 9,282 | 1,584,169 | 6,474,564 |
| New York..... | 79,065,720 | 13,051,396 | 19,666,173 | 4,720,664 | 5,846,625 | 13,291,210 | 5,935,002 | 16,554,650 |
| North Carolina and Virginia..... | 297,883 | 12,213 | 1..... | 1..... | 49,831 | 1..... | 1..... | 202,239 |
| Ohio..... | 6,232,672 | 1,000,597 | 1,190,867 | 676,150 | 407,491 | 139,246 | 175,257 | 2,642,964 |
| Oregon and Washington..... | 413,190 | 12,409 | 65,208 | 1..... | 1..... | 6,673 | 6,450 | 319,634 |
| Pennsylvania..... | 4,543,508 | 906,483 | 1,213,996 | 246,213 | 250,311 | 520,482 | 133,344 | 1,272,476 |
| Tennessee..... | 4,355,136 | 153,718 | 1,753,612 | 194,409 | 85,109 | 1,058,853 | 208,189 | 901,246 |
| Texas..... | 30,302 | 19,452 | 58,540 | 1..... | 120,426 | 8,049 | 85,513 | |
| Wisconsin..... | 1,679,668 | 42,678 | 988,548 | | 52,781 | 1..... | 1..... | 511,711 |
| Other States..... | 366,245 | 51,215 | 89,997 | 62,474 | 32,538 | 57,538 | 5,447 | 67,036 |
| Undistributed..... | | 322,616 | 149,767 | 143,923 | 147,115 | 1151,491 | 124,777 | |

¹The values not shown for individual States are included in the "Undistributed" item in order to avoid disclosing the output of individual establishments.

²Not reported separately.

Table II

COSTS, VALUE AND OTHER DATA BY STATES

—Persons Engaged in the Industry—

| State | Number of establishments | Proprietors and Salaried earners firm officers members employed | Wage average | for the Horse- power | Cost of materials, supplies, fuel, and power | | | Value added by man- ufacturer ¹ | | | | |
|---------------------------------|-----------------------------|--|-----------------|-------------------------|---|--------|---------------------------|--|--------------|-----------|---------------|---------------|
| | | | | | Salaries | Wages | Materials and supplies | Fuel and power | products | | | |
| United States..... | 705 | 16,250 | 375 | 5,412 | 10,463 | 10,431 | \$12,593,978 | \$10,965,085 | \$52,284,671 | \$480,675 | \$161,245,659 | \$108,480,313 |
| California..... | 43 | 310 | 35 | 148 | 127 | 231 | 213,221 | 141,110 | 666,832 | 3,099 | 2,028,999 | 1,358,468 |
| Georgia..... | 9 | 91 | 5 | 25 | 61 | 22 | 69,525 | 33,829 | 199,904 | 1,633 | 535,160 | 333,621 |
| Illinois..... | 90 | 1,732 | 60 | 664 | 1,008 | 805 | 1,094,465 | 992,686 | 5,131,618 | 42,764 | 16,448,713 | 11,274,331 |
| Indiana..... | 11 | 383 | 5 | 129 | 249 | 143 | 329,747 | 189,569 | 919,449 | 8,812 | 2,458,008 | 1,529,747 |
| Louisiana..... | 4 | 50 | 2 | 13 | 35 | 23 | 15,353 | 19,182 | 106,213 | 652 | 208,170 | 101,305 |
| Maryland..... | 11 | 132 | 18 | 47 | 67 | 29 | 48,607 | 41,558 | 201,013 | 3,398 | 598,428 | 394,017 |
| Massachusetts..... | 20 | 174 | 10 | 56 | 108 | 27 | 150,977 | 103,064 | 501,613 | 1,972 | 1,533,969 | 1,030,384 |
| Michigan..... | 22 | 495 | 6 | 163 | 326 | 310 | 392,562 | 417,656 | 1,445,208 | 16,112 | 3,383,224 | 1,921,904 |
| Minnesota..... | 22 | 688 | 10 | 286 | 392 | 2,015 | 591,914 | 389,569 | 1,688,841 | 31,699 | 5,246,365 | 3,525,825 |
| Missouri..... | 25 | 680 | 12 | 262 | 406 | 256 | 435,484 | 410,649 | 1,377,469 | 18,346 | 4,322,246 | 2,926,431 |
| New Jersey..... | 24 | 777 | 8 | 216 | 553 | 718 | 604,123 | 663,995 | 2,989,332 | 38,634 | 10,985,654 | 7,957,688 |
| New York..... | 286 | 7,766 | 123 | 2,370 | 5,273 | 3,365 | 6,210,677 | 5,871,732 | 27,476,686 | 202,848 | 83,494,619 | 55,844,085 |
| Ohio..... | 23 | 684 | 11 | 271 | 402 | 597 | 651,869 | 470,627 | 2,246,621 | 19,331 | 7,102,441 | 4,836,489 |
| Oklahoma..... | 3 | 27 | 2 | 6 | 19 | 21 | 14,264 | 14,404 | 74,394 | 7,094 | 177,398 | 95,810 |
| Pennsylvania..... | 42 | 647 | 31 | 185 | 431 | 795 | 474,297 | 370,616 | 1,858,631 | 50,281 | 4,614,407 | 2,705,495 |
| Tennessee..... | 10 | 606 | 6 | 210 | 380 | 281 | 337,684 | 283,051 | 1,563,798 | 11,280 | 5,215,852 | 3,640,774 |
| Texas..... | 6 | 46 | 4 | 13 | 29 | 7 | 27,304 | 15,316 | 83,966 | 687 | 284,236 | 199,583 |
| Virginia..... | 4 | 30 | 1 | 14 | 25 | 21 | 30,824 | 22,737 | 94,160 | 176 | 289,164 | 194,828 |
| Wisconsin..... | 6 | 82 | 2 | 7 | 53 | 21 | 50,578 | 38,498 | 50,291 | 2,369 | 219,759 | 167,099 |
| Other States ² | 44 | 840 | 24 | 297 | 519 | 762 | 850,503 | 475,237 | 3,637,530 | 19,488 | 12,099,447 | 8,442,429 |

¹Value of products less cost of materials, supplies, fuel, and power. (See secs. 11 and 12, p. 4).

²Connecticut, 6 establishments; District of Columbia, 4; Florida, 1; Georgia, 3; Kentucky, 4; Louisiana, 1; Maine, 3; Maryland, 8; Michigan, 10; Montana, 1; New Hampshire, 2; North Carolina, 2; Oklahoma, 1; Oregon, 1; South Carolina, 2; South Dakota, 1; Utah, 1; Vermont, 1; Washington, 1; West Virginia, 2; Wisconsin, 3.

³Alabama, 7 establishments; Connecticut, 9; District of Columbia, 3; Idaho, 1; Mississippi, 1; New Hampshire, 2; Oklahoma, 2; Rhode Island, 3; South Dakota, 3; Utah, 2; West Virginia, 2.

⁴Alabama, 3 establishments; Colorado, 3; Connecticut, 5; District of Columbia, 1; Florida, 3; Iowa, 8; Kansas, 2; Kentucky, 4; Mississippi, 1; Nebraska, 2; Nevada, 1; New Hampshire, 1; North Carolina, 1; Rhode Island, 1; Utah, 1; Washington, 7.

classify the manufacture of toiletries as a part of the drug trade. Two tables embody the statistics bearing on the manufacture of perfumes and toilet waters; creams, rouges, etc.; dentrifices; hair tonics; face powders; talcum and other toilet powders, and "other toilet preparations." One shows the value of the respective groups by states, and the other the number of persons engaged in each industry, the salaries and wages paid, and the fuel and power employed.

The Census Bureau has also made public the Census of Manufactures in 1927 of glass and mirrors, which includes containers used for toilet and medicinal preparations and for beverages. The value of containers manufactured for use by makers of toilet and medicinal preparations was fixed at \$34,759,034, and those for beverage use at \$15,995,378. Fifty-two establishments were engaged in the business of supplying the toilet-medicinal containers in 1927; 35 establishments manufactured containers for makers of beverages.

The value of the products of the industry of "drug grinding" in 1927 was reported at \$5,683,720 as compared with \$4,921,118 in 1925, and of essential oils at \$4,641,861 in 1927 as against \$5,881,689 in 1925.

Tabulated statistics of production in 1927 are given herewith.

Table III

ESSENTIAL OILS IN THE UNITED STATES: 1919 TO 1927
[Data for establishments with products under \$5,000 in value included for 1919, but not for subsequent years.]

| Year | Num- ber of estab- lish- ments (or per- iod of time) | Wage earners or the period year) | Cost of ma- terials, supplies, fuel | Value added by manu- facture ¹ | Horse- power |
|--------------------------------------|---|---|---|---|-----------------|
| 1927.. | 214 | 169 | \$258,036 | \$3,427,334 | \$4,641,861 |
| 1925.. | 14 | 178 | 281,395 | 4,362,512 | 5,881,689 |
| 1923.. | 17 | 170 | 237,409 | 2,255,772 | 3,184,124 |
| 1921.. | 27 | 299 | 363,879 | 2,548,439 | 3,421,690 |
| 1919.. | 78 | 321 | 391,213 | 3,903,417 | 5,698,403 |
| Per Cent of Increase or Decrease (—) | | | | | |
| 1925-27 .. | —5.1 | —8.3 | —21.4 | —21.1 | —20.1 |
| 1923-25 .. | 4.7 | 18.5 | 93.4 | 44.7 | 63.6 |
| 1923-27 .. | —6 | 8.7 | 51.9 | 45.8 | 30.8 |
| 1919-27 .. | —47.6 | —34.0 | —12.2 | —18.5 | —32.3 |
| | | | | | —58.6 |

¹ Value of products less cost of materials, supplies, fuel and power. (See secs. 11 and 12, p. 4.)

² California, 1; Connecticut, 2; Indiana, 3; Michigan, 3; New Hampshire, 1; New Jersey, 3; New York, 1. Statistics for States can not be given without disclosing the data reported by individual establishments.

³ Not called for on schedule.

⁴ Per cent not computed where base is less than 100.

Italian and Spanish Orange Oils

(Continued from Page 592)

yellow fruits in handpressing, claiming that they yield more oil than the fully ripe red-yellow fruits. The Spanish producers, on the other hand, use the ripe red-yellow fruits for pressing of oil. It might be advisable for them to carry out systematic experiments as to the period of maturity at which their fruits give the highest yield of oil.

Calculation of the Cost of Manufacturing

It is very difficult to give an exact cost calculation for the pressing of oil of orange because this depends mainly upon the price of the fruit which is ever-changing.

Let us suppose that we have to pay 1.25 pesetas for one aroba of fruit (25.36 lbs.), although up to two pesetas have been paid during the past season. Our calculation would then read:

| | | |
|-----------------------------------|---------|-------|
| 25 arobas of fruit @ 1.25 Pesetas | Pesetas | 31.25 |
| Grating of 25 arobas of fruit | | 2.25 |
| Presing of 25 arobas of fruit | | 1.00 |
| Distilling of the press-cake | | 0.50 |
| Total | | 35. |

is the cost price for the 800 grams of pressed oil and 200 grams of distilled oil, which we obtained as an average from 25 arobas of oranges. This corresponds to about \$2.20 per pound of oil. It must be remembered that 20% of the total yield is distilled oil.

Properties

The method of manufacturing oil of orange in Spain from ripe yellow fruits under the application of hydraulic pressure up to 150 atmospheres per square centimeter already explains the marked characteristics of the Spanish oils, viz: their deep yellow-red color; their high waxy evaporation residue (up to 12 and 14 percent) and consequently their high specific gravity. Another characteristic is the somewhat lower optical rotation as compared with Italian oils.

Although there are several references in literature as to the chemical and physical properties of Spanish orange oils, the writer prefers to abstain from repeating them since he is in doubt as to the purity of the samples analyzed. Particularly, he does not know whether they contain any added distilled oil.

Below is a list of a few samples of pure Spanish orange oils partly manufactured under the writer's own supervision:

| Pressed Oils | | |
|----------------------------|-------------------------|--|
| Specific Gravity at 25° C. | Optical Rotation at 25° | Solubility at 25° |
| 0.8575 | Too Dark | Cloudy in 10 vol. Alcohol. |
| 0.853 | +87° 26' | Sediment of oil and wax. |
| 0.8506 | +90° 14' | Not clearly soluble in 95% Alcohol up to 10 volumes. |
| 0.850 | +90° 40' | Opalescent in 10 vol. Alcohol. No oil separation. |
| 0.850 | +90° 54' | ditto |
| 0.8494 | +91° 34' | ditto |
| 0.8487 | +91° 38' | Soluble in 6 volumes Alcohol. Wax separation. |
| 0.8483 | +92° 0' | ditto |
| 0.8482 | +92° 34' | Soluble in 5 volumes of Alcohol. Wax separation. |
| 0.8458 | +94° 39' | Soluble in 4 volumes of Alcohol. Wax separation. |

| Distilled Oil | | |
|----------------------------|-------------------------|---|
| Specific Gravity at 25° C. | Optical Rotation at 25° | Solubility at 25° |
| 0.8427 | +98° 36' | Soluble in one and more volumes of Alcohol. Very slightly opalescent. |

We notice with the decrease in the percentage of evaporation residue a corresponding decrease in the specific gravity, accompanied by a corresponding increase in the optical rotation and solubility. As a rule, oils originating from "La Ribera," seem to have less evaporation residue and a lower specific gravity than the oils produced in "La Plana." Exact and systematic comparisons will be carried out during the coming season.

Adulteration

Outside of crude adulteration Spanish orange oil is often adulterated with distilled orange oil and it is difficult to prove the presence of a moderate percentage of distilled oil in pressed oils particularly in view of the fact that the properties of Spanish orange oils are subject to greater variations than the Sicilian oils and therefore leave ample leeway for the adulterator. As in the case of Sicilian orange oil, a good nose is still the best means of judging Spanish orange oils.

31.25
2.25
1.00
0.50
35.

200
rage
\$2.20
the

from
pres-
eady
viz:
ation
their
ome-
oils.
as to
oils,
he
Par-
dded
ange
per-

vapo-
residue
14%
2.1%
9.8%
9.3%
9.2%
8.5%
7.9%
7.4%
6.2%
1.95%

vapo-
residue
0.44%

pora-
cavity,
al ro-
"La
lower
Exact
g the

often
prove
oil in
operations
for
oil, a
range

Recent Trends in Toiletry Advertising

*Less Copy, Fewer Adjectives and Superlatives
and More Direct Methods Now the Rule*

by Leroy Fairman

THE year which is just closing has seen a notable increase in the volume of perfume and cosmetic advertising. New advertisers have come to the fore, and many old friends have used more space than has been their habit in years past. It will be of interest to examine the most recent examples of 1929 advertising, and to gather from them, if possible, some idea of the manner in which toiletry advertising is developing, and the directions in which it is tending.

For purposes of graphic comparison, it also may be interesting to turn the eye of memory back to the early days of advertising in this field, and see just in what directions we have progressed, and how far.

Such a comparison occurred to me as a result of the perusal of an article on advertising which appeared in a recent issue of the *American Mercury*, under the name of George Jean Nathan, famous critic of things theatrical and commentator on many other topics of the time. Thus Mr. Nathan:

"The profession of advertising, which has made such enormous strides in the last decade in the direction of intelligence, good-looking copy and public persuasion, impresses me, for all its noteworthy advancement, as being in certain quarters somewhat less foxy than it imagines itself. I allude to the indulgence of a number of its professors in the theory of 'catching the eye' at all costs and to the trapping of that eye often at the expense of making the advertised article itself elude it."

"A devoted reader of advertisements, partly out of curiosity, partly out of the common human impulse to discover something better than that which one is currently given to using, and even more so because present-day advertising is often much more interesting than the literary reading matter in the same journal, I am sometimes struck by the lengths to which the advertising gentlemen go to catch this eye of mine and by the subsequent reflection that this eye of mine is all that they have caught. I have before me, as I write, a half dozen examples culled from various gazettes. I cut them out for the simple reason that, after seeing them in many places many times, it suggested itself to me that, after my eye had been caught, I had actually come away with no idea as to what the catching of my eye was all about, with no inquisitiveness to learn why my eye had been caught, and without the slightest eagerness to learn what the product advertised was."

Describing these various advertisements, the author tells of two from the toiletry field. One of these, "taking up a full page, has a beautiful view of Lake Como occupying more than half of the page; I have often admired it and feasted my eyes upon it; and I have just found out that what is advertised below is a brand of face powder. Still another, a finely executed piece of copy, has a lithograph showing an episode in one of the fairy tales; the original

painting, nicely reproduced, has often caught my eye; but I have only now taken the trouble to read what is below it and to learn that what is advertised is a perfume."

Having established that—at least in so far as he is concerned—much of the advertising of today merely catches the eye but accomplishes nothing in the way of identifying the advertised product, much less creating a desire to possess it, Mr. Nathan points out that the advertisers of 30 years ago also aimed to catch the eye, and succeeded in doing so. But their methods were direct—not devious or irrelevant. They caught the eye by pictures of the merchandise itself, with its name, strongly displayed, or some catch-line directly connected with the goods and their uses.

This direct and simple method, Mr. Nathan says, was evidently efficacious, as the man whose memory goes back 30 years has no difficulty in remembering, and naming, many products advertised at that time. In proof of which he names some 40 products which were heavily advertised a generation ago; among them are Pond's Extract, Mennen's Talcum Powder, Dr. Lyon's Tooth Powder, Madame Yale's Beauty Preparations, Sozodont and Danderine. Some of these, it will be noted, are still advertised; but as Mr. Nathan mentions many other products which have not been heard of in many years, it is fair to assume that he remembers these surviving products chiefly from the fact that their names were indelibly stamped on his memory by their advertising in the past.

It may be said, obviously enough, that while the advertising of 30 years ago did stamp the name and physical appearance of products firmly upon the minds and memories of those who saw it, it did little else; that the elaborate and convincing fabric of fact and argument which the modern advertiser builds into his copy sells goods instead of merely impressing names and packages upon the public mind. But a protagonist of the old-time methods may say, in rebuttal, that if you indelibly impress the name and physical appearance of a product upon the consumer's mind, that is the product he will be most likely to remember, ask for, and buy when he goes to the store.

What is most interesting though, in the field of toiletry advertising, is that many advertisers seem to be veering around in the direction of the kind of advertising done 30 years ago. Different in style and technique, and vastly more beautiful and artistic, but similar in the emphasis given to merchandise and name and in the limitations of copy to bare descriptions of the products offered. Of a considerable number of toiletry advertisements I have clipped from current magazines and newspapers, an overwhelming majority are of this type, or something closely approaching it.

In a full page newspaper rotogravure advertisement by Yardley, fully eighty per cent of the space—exclusive of the headlines—is occupied by pictures of the merchandise.



The copy is devoted chiefly to a historical reference, and to a description of the holiday gift sets advertised.

A Houbigant quarter page in the same newspaper is devoted almost entirely to a futuristic design incorporating merchandise, the copy being confined to a few words in small type.

A Le Debut page by Houbigant shows the seated figure of a woman in addition to four large illustrations of merchandise. In addition to descriptions of the actual merchandise, there are three or four short paragraphs of text, rather extravagant in its use of adjectives.

A full page magazine advertisement by Caron is nearly all illustration; two pieces of merchandise are shown, the only text being "Parfum et Poudre," "Le Pois de Senteur Chez Moi."

A page by Guerlain is occupied chiefly by a conventionalized drawing of a cat and a small cut of a package. The only copy—aside from addresses of the firm—consists of the words "LIU (pronounced Lyou) A New Perfume. Thirty Dollars."

Three-fourths of a Prince Matchabelli page is given to a drawing of a crown resting on a cushion. The text contains little except the names of the odeurs of the Matchabelli perfumes.

A page by Rallet is nearly three-fourths picture of merchandise. The copy—aside from bare descriptions and prices—is confined to one sentence, somewhat grandiose in wording.

A Dorothy Gray page is about half merchandise; the copy is short; one paragraph of atmosphere and two principally descriptive of the goods.

An Isabey page features half a dozen items of merchandise arranged in a modernistic design. There are two paragraphs of text, mainly of a descriptive nature.

A package with floral decoration occupies more than half of an Elizabeth Arden page; the copy is brief but a trifle extravagant.

Considerably more than half of a Pinaud page illustrates the use of Pinaud's Cream—the copy describes the manner in which the product is to be applied and the results it produces.

A Lucretia Vanderbilt page is illustrated by the figure of a woman and several packages of merchandise, too small to be especially attractive. The text is brief and devoted chiefly to descriptive matter.

Not all the current advertising of toiletries is of a similar nature to that described above. Helena Rubenstein, Pond's, and a few others use a great deal of copy, comparatively speaking, and require considerable reading to find out what is offered for sale, and why it should be bought.

There are fashions in advertising, as in everything else, and of recent years it has been the fashion not only to show very small illustrations of packaged merchandise—or omit them altogether—but to banish the "slug" which formerly strongly displayed the name of the product offered.

Going still further, the headlines failed to disclose the name, nature or exact uses of the goods, and the leading paragraphs of the text were equally uninformative. The reader, in order to find out what the advertisement was all about, was obliged to wade through several paragraphs—perhaps a whole column of purely atmospheric writing.

The idea was to make the advertisement so attractive and alluring in physical appearance, and so inviting and interesting in literary quality, as to charm the eye and engage the interest of the observer, and lead him to read on and on for the sheer joy of it. With this object in view, famous artists have been employed, and the most proficient writers have poured out reams of gorgeous writing and worn the trusty thesaurus to a frazzle in their search for fresh adjectives and pretty phrases.

Even in that type of testimonial advertising which more than a few toiletries manufacturers have utilized, this policy of hiding or obscuring the name and nature of the advertised product has been followed. The portraits of this princess or that leader of fashion have been accompanied by intimate descriptions of their castles, their palatial country homes or beautiful boudoirs, and by impressive lists of their

social connections and accomplishments—all of which we were supposed to read ecstatically before we arrived at the real purpose of the advertisement. Here again the idea was that we would be so charmed and thrilled by all this rosy and odorous atmosphere that, as soon as we learned that the ladies thus exploited owed their physical charms to "Goldenrod Cream," we would forthwith rush to the store and buy.

This advertising fashion should not, strictly speaking, be alluded to in the past tense; there is still a great deal of cosmetic and other advertising which follows it. But in most quarters there

is a growing suspicion that a large percentage, if not a majority, of readers don't and won't bother to read a thousand words or so of irrelevant matter before they are permitted to know what all this preliminary ballyhoo is leading up to. And that the advertiser will sell more goods if his copy plainly indicates what he has to sell.

Back in the days before this fashion became prevalent, the belief among skillful advertising men was that an illustrated advertisement had three opportunities to sell the reader: one with the illustration, one with the headlines, and one with the text; that each of these three elements should embody a selling idea or suggestion; and that all three should work together with the sole and single idea of selling goods. A rather sound theory, when you think it over, and many advertisers who have abandoned it would do well to go back to it.

It is not at all likely that magazine and newspaper advertising will ever revert to the old, crude method of merely showing a picture of the package and displaying its name.

(Continued on Page 600)



HOW MODERN ADVERTISERS FEATURE THE PRODUCT.
TWO PAGES BY HOUBIGANT AND A RALLETT PAGE



Hairdressing Fair in London

LONDON December 10.—Although the run of the Hairdressing Fair of Fashion coincided with that of the Automobile Show, in a neighboring hall, the latter's success in no way detracted from that of the former, which was very decided. This year's Hairdressing Fair was, in fact, quite the largest show of the kind the writer can remember ever having attended. Three large halls of the White City were required to house the multifarious exhibits. The first thing to strike the eye was a round platform on which one held the famous beauties of history come to life—Nell Gwynn, Mme. Pompadour, Cleopatra, Mary Queen of Scots, and many others—all beautifully clad in fine gowns of their respective periods and boasting most elegant and elaborate headdresses. The platform was a mass of fragrant flowers and between each beauty was a wax bust, the hair of each of which had been done by different celebrated hairdressing establishments.

The largest individual stand in the show was that of Eugene, Ltd., a very artistically designed affair styled "The Hall of Beauty," and containing a theater where customers could see the latest fashions carried out on living models by experts.

The stand of Potter & Moore, Ltd., was one of the most effective perfume displays. A lavender color scheme was followed throughout in order to stress the firm's specialization in lavender toiletries. A number of lavender preparations in new packings attracted considerable attention. The whole display might well be described as a "symphony in lavender."

Another outstanding display was that of Pinaud, striking results having been obtained from the use of large sheets of silver paper as a background. Maurice Menzies, Pinaud's British representative, stated that the show had resulted in very satisfactory business for his firm.

A novelty which attracted many inquiries was a new preparation featured by Nestle. Applied to the hair of young children, it is claimed to make it curly regardless of how straight it may have been previously. A number of customers have testified as to the effectiveness of this preparation.

The number of perfume houses exhibiting was very large and came a very good second to the hairdressing specialists, representation being substantially stronger than at previous shows. Attendance too, was heavy, the general public being attracted by a large sign proclaiming "free dancing." As there was, indeed, a large dance floor and a good orchestra, many a couple decided to kill two birds with one stone and came away considerably the wiser in matters terpsichorean as well as tonsorial.

Paris Trade Notes

Hanôte et Cie., Parfums Burval has been incorporated under the name of Société des Parfums de luxe Burval. The incorporation is for the same purpose as under its former name—the manufacture, purchase, sale, commission trade and representation in all countries of all articles of perfumery and beauty products.

The address of the offices of the corporation will remain at 161 Boulevard Ornano, Saint Denis (Seine). The capitalization is 150,000 francs divided into shares of 500 francs each; it may be increased to 1,000,000, if desired.

The incorporators are Georges Couppe de Ferin, Maurice Hanôte de Paris, Georges Tharin and Désiré Delmotte of Douai.

* * * *

Société Industrielle de Fournitures pour Parfumerie (S. I. F. O. P.) is the name of a new company established for the advancing of all undertakings for the supply and manufacture of all products necessary in the perfumery and toilet goods fields, especially the development of a line of glass and crystal ware. The factory will be located at 49 route d'Enghien, Argenteuil, (Seine-et-Oise). The business offices are at 43 avenue Marceau, Paris. The capitalization is 50,000 francs, represented by 50 shares of 1,000 francs each.

* * * *

A new firm has been formed by Laszlo and Georges Lengyel for the manufacture and sale of perfumes, cosmetics and beauty products. The name of the firm is Société Française des Parfums Classiques Lengyel and has a capitalization of 75,000 francs. The business address is cité Paradis, Paris.

* * * *

Produits de Beauté Avril, Dufféal et Cie, with offices at 194 Rue d'Argenteuil, Asnières (Seine) has been formed for the development of beauty and hygienic products in all the branches of the industry. The capitalization is 120,000 francs divided into 1,200 shares of 100 francs each. Joseph Dufféal is the manager of the company.

* * * *

Dumont et Depooter, les Parfums Yria is the name of a new company formed for the manufacture and sale of perfumery products. It has a capitalization of 50,000 francs divided into 50 shares of 1,000 francs each. The offices are located at Billancourt and the managers are Messrs. Depooter and Dumont.

* * * *

Société anonyme de Fabrication de Poudres, Crèmes et Parfums (P. C. P.) is the new name of the company, formerly known as La Société Phryné. The offices located at 48, rue Georges-Hippolyte-Marsaud, Gennevilliers (Seine) will be retained.

Fatty Acids in Perfumery*

In perfumery, fatty acids belong to the most interesting and important class of materials from which not only important aromatic esters, but alcohols and aldehydes of great value can be prepared. As is known the fatty acids as such that occur in nature are classified according to odd or even numbers of carbon atoms. The fatty acids with even number of carbon atoms from 6 to 16 are derived from coconut oil. Those with uneven numbers of carbon atoms from 7 to 11 occur in castor oil. The corresponding alcohols can be prepared from the fatty acids by reduction.

The alcohol C_6 boils at 157° C. at ordinary pressure; the alcohol, C_8 , at 175° C.; the alcohol, C_{10} , at 213-215° C.; the alcohol, C_{12} , at 229-231° C.; the alcohol, C_{14} , at 255-59° C. Each one is characterized by a particular fragrance that resembles the odor of the corresponding aldehyde, but is more refined and delicate, so that they can be used with less caution. They are not fugitive. Octyl alcohol has a rose odor as has nonyl alcohol, but which also smells somewhat of orange, so that it is used for the shading off of such perfumes. C_{10} alcohol smells strongly primarily of lilies and tuberose.

Alcohols have the advantage over the corresponding aldehydes in being non-volatile and non-oxidizable. Most certainly they fall short of aldehydes in intensity of odor.

Aldehydes can be prepared by oxidation of the alcohol or reduction of the acid. Both methods of manufacture differ and there are a great many patents on the use of the individual aldehydes. The use of these rich materials is to be employed in amount of milligrams in the present high grade general perfumery. It is especially the aldehyde C_{12} that is indispensable for compounding rose, jasmin, lily of the valley and orange flower odors. Also the caproic, capric and lauric acid esters are not without interest to the perfumer, especially the ethyl esters.

**L'Industria Saponiera* No. 17.

Medicinal and Pharmaceutical Preparations in Canada

During 1928, the Canadian production of these preparations totaled \$17,224,351, a record figure, and nearly \$1,000,000 more than last year. The principal products were prepared medicines, \$7,348,058; pharmaceuticals, \$5,680,599; toilet preparations, \$1,564,577. Some other items of interest in the 1929 total are: Medicated wines, \$90,731; disinfectants, \$6,127; hydrogen peroxide, \$38,022; iodine re-sublimed, \$23,356; potassium iodide, \$38,026; silver nitrate, \$39,117; flavoring extracts, \$77,992. One hundred and forty plants contributed to this total, of which 82 were located in Ontario and 44 in Quebec.—(*Canadian Chemistry and Metallurgy*, October, 1929).

American Toilet Preparations in Saxony

American toilet preparations are popular in Bavaria, but with the exception of some articles, the competition from German and French manufacturers is very strong. Practically all large American shaving soap companies are represented in Munich as also are two or three American tooth paste manufacturers. Sales of the two foregoing preparations were satisfactory so far this year.—(*Consul General C. M. Hathaway, Jr., Munich*).

British Trade Notes

Preparations are well advanced for the British Industries Fair in February. Heavy bookings for space both at London and Birmingham have taken place. The reconstruction of existing accommodations at Olympia, with the erection of a huge new four-story building, of which two floors will be ready for the coming Fair, will provide much additional space for the London section. By 1931 the existing floor area at Olympia will be practically doubled, making this the world's largest exposition hall. The Canadian section of the Fair will be thoroughly representative of industry in the Dominion.

* * * *

The first prize in "The Most Charming Woman" competition recently organized by A. & F. Pears, Ltd., Isleworth, has been won by Miss Marjorie Ross, of Richmond, to whom the sum of £1,400 has been forwarded.

* * * *

John J. Bryant, who was for many years a chemist in the toilet soap and perfumery trades, has opened a business trades agency at Artillery House, Bishopsgate, London, E. C.

* * * *

Savon Lilas is the name of a new inexpensive lilac toilet soap made by Blondeau et Cie., Ltd., New Ferry, Birkenhead. It is being marketed in boxes of three tablets (mauve and white).

* * * *

The popularity of gift sets of perfume and powder has grown enormously in Britain of recent years, the peak of the demand being reached early in December. A wide range of such coffrets is now offered by all the leading firms catering for the British trade.

* * * *

Blackaller & Pleasance, St. George's Road, London, S. E., importers of Farina Gegenüber eau de Cologne, have introduced a novel shampoo powder, perfumed with this product.

* * * *

Parfumeries de Paris, Acton, London, W. 3, has introduced a new perfume under the title of Bois Dormant, which is being well-received as a Christmas line.

* * * *

Recent trade mark applications include "J. Aubertin" facsimile signature, for perfumery products of Parfums Aubertin Société Anonyme, Paris, by Carter & Sons (Sheffield), Ltd., Attercliffe Road, Sheffield; "Gemey" for perfumery products of Richard Hudnut, New York.

Spain's Essential Oil Exports to the United States

Declared exports from Spain through the port of Alicante of essential oils and crude drugs for the quarter ended September 30, 1929, were valued at approximately \$21,000 and consisted of the following:

| | Pounds | Value | | Pounds | Value |
|--------------------|--------|-------|------------------|--------|-------|
| Anise seed..... | 5,548 | \$707 | Quince pulp.... | 4,690 | \$362 |
| Thyme leaves... | 21,536 | 909 | Rosemary oil.... | 15,867 | 6,146 |
| Ericaceae leaves.. | 28,371 | 1,130 | Saffron..... | 301 | 2,787 |
| Lavender oil.... | 16,095 | 9,522 | Sage oil..... | 549 | 261 |
| | | | Thyme oil..... | 1,202 | 1,175 |

Alicante is the principal Spanish port through which essential oils are exported to the United States, followed by Seville, Malaga, Valencia, Barcelona, and Taragona, in the order named. Total exports of essential oils from Spain to the United States during 1927, 1928, and the first quarter of 1929, were valued at \$213,000, \$202,000, and \$51,000, respectively.—(*Vice-Consul Manuel J. Codoner, Alicante, and Commercial Attaché C. A. Livengood, Madrid*).



Official Report of Flavoring Extract Manufacturers' Association

Since our November review of the activities of the Flavoring Extract Manufacturers' Association of the United States, matters of a more or less routine nature only have been under consideration. G. H. Burnett, president, and Thomas J. Hickey, attorney and executive secretary, have been constantly in touch with the developments in the industry and through a letter sent out under date of November 20, by the president, the matter of the proposed definitions of fruit juices was called to the attention of the members. The members of the association are invited to express any criticism of these definitions they desire to make. Any communications in regard to same should be sent to A. S. Mitchell, Secretary of the Food Standards Committee, to reach him not later than February 1, 1930. It is however suggested that the members also write the Association at 1261 First National Bank Building, Chicago, Ill., giving their suggestions that the association will be in a position to take such action as may be deemed necessary to present the combined views of the members to the Food Standards Committee at Washington. A copy of these tentative standards may be found on page 533 of the November issue of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW.

Conference of Dairy, Food and Drug Officials

At its recent annual conference held in Lincoln, Neb., the Association of Dairy, Food and Drug officials of the United States adopted resolutions of the following tenor:

Recommending revision of the name of the Food, Drug and Insecticide Administration to a shorter and less cumbersome style, such as, "Bureau of Foods and Drugs" being suggested.

Opposing the passage by Congress of the so-called "corn sugar" bill, which would permit the undeclared use of corn sugar dextrose, and levulose in food products.

Endorsing and urging the passage of the proposed amendment to the Federal food and drug act, commonly known as the "slack package" bill.

Favoring the passage of H.R. 730 and Senate 1133 to amend the food and drugs act so as to require more information on the labels of canned foods.

The association elected the following officers: president, L. E. Walter, Laramie, Wyo.; vice-president, W. M. Allen, Raleigh, N. C.; secretary-treasurer, W. C. Geagley, State Department of Agriculture, Lansing, Mich.; members of the executive committee, W. S. Frisbie, Washington, and I. L. Miller, Indianapolis.

Official Report of Soda Water Flavors Manufacturers' Association

Matters of a routine nature have chiefly occupied the attention of the executives of the Association of the National Manufacturers of Soda Water Flavors since our November review of the association activities. The president, Dr. B. H. Smith and the secretary, Thomas J. Hickey, as well as the other officers and members of the committees, have been constantly on the lookout for the best interests of the members and of the industry in general.

A matter of considerable importance has been brought to the attention of the members through a letter sent out under date of November 20, on the proposed definitions of fruit juices. The definitions proposed were given in full on page 533 of the November issue of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW. Criticisms and suggestions regarding these proposed definitions and standards are invited from food officials, consumers, the trade and all other interested parties. The members of the Soda Water Flavors association of course are included in this group.

Standard for Bottles Adopted

A new standard that reduces the number of bottles in use by the carbonated beverage industry, effective Sept. 1, 1930, was adopted at a meeting of the American Bottlers of Carbonated Beverages held at Atlantic City on Nov. 10. As a result of a resolution passed by the organization 15 bottles of varying sizes are to be scrapped on Sept. 1 of next year leaving 16 containers definitely prescribed as to height, diameter and capacity available for use by the trade.

The new standard of bottles was sponsored by the Division of Simplified Practice of the Department of Commerce working in conjunction with committees representing the American Bottlers of Carbonated Beverages and the Glass Container Association. The work consummated at Atlantic City on Nov. 10 was initiated at a conference held at the Department of Commerce on Aug. 11, 1928, attended by representatives of the American Bottlers of Carbonated Beverages, the Glass Container Association, the Beverage Allied Industries Council, and the Crown Manufacturers Association of America. At the 1928 conference a committee representing the organizations named was chosen to report as to the extent the industry might go in reducing the number of bottles in use, and this report recommending containers, their capacities, heights, diameters, and weights of glass, was with minor modifications, approved at the Nov. 10 meeting.

Adulteration and Misbranding of Strawberry and Raspberry Flavors

Quantities of strawberry and raspberry flavors which were misbranded and adulterated were claimed by the United States attorney in an information filed in the District Court for the Northern District of Illinois, acting upon a report by the Secretary of Agriculture, to have been shipped on or about August 24, 1927, from the State of Illinois into the State of Wisconsin. These articles were labeled in part: Jugs "Super Concentrated Strawberry" (or "Raspberry") together with the name of the manufacturer.

It was alleged in the information that the articles were adulterated in that artificially flavored imitation products had been substituted for the said articles. Misbranding was alleged for the reason that the statements, to wit, "Super Concentrated Strawberry" and "Super Concentrated Raspberry," printed on the labels were false and misleading in that the said statements represented that the articles consisted wholly of strawberry, or raspberry, as the case might be, and for the further reason that the articles were labeled as aforesaid so as to deceive and mislead the purchaser into the belief that they consisted wholly of strawberry, or raspberry, as the case might be, whereas they did not so consist, but did consist in whole and in part of artificially flavored imitation products which contained little or no strawberry or raspberry. Misbranding was alleged for the further reason that the articles were artificially flavored products prepared in imitation of and offered for sale and sold under the distinctive names of other articles, namely, super concentrated strawberry and super concentrated raspberry. Misbranding was alleged also because the articles were food in package form and the quantity of the contents was not plainly and conspicuously marked on the outside of the packages.

A plea of guilty to the information was entered on behalf of the defendant company on May 1, 1929, and the court imposed a fine of \$200 and costs.

F. D. I. A. to Help Trade Commission

A disclosure is made in the annual report of the Food, Drug and Insecticide Administration of the Department of Agriculture that that agency is co-operating with the Federal Trade Commission in the commission's campaign against "misleading" advertising. In commenting upon its endeavors during the past year to prevent deception of the public through the sale of falsely labeled medicinal preparations particularly the alleged remedies for influenza, the administration report said that an "important feature of this campaign was the co-operation developed with the Federal Trade Commission, which is empowered by law to control false advertising, whereas the administration can proceed only against false labeling." The report added: "As a result of the combined efforts of these two branches of the government service, the sale of medicines under promise of cures that they can not meet has been greatly curtailed.

"Soap, hair dyes, obesity preparations, rejuvenation schemes, radiotized water claimed to be a cure for arthritis, to increase thyroid, adrenal, and other gland activity, to reduce fat and cause underweight to gain in flesh, a preparation supposed to remove dandruff, stop falling hair, and penetrate the hair follicles, and a bath salt advertised to bring to one's home the hygienic benefits of the expensive watering places of Europe were examined for the Federal Trade Commission."

The administration stated that inquiries during the past year disclosed that "low-strength and flagrantly misbranded" flavoring extracts were being put out by several firms. "Investigations showed," the report said, "that the failure to reach the declared strength was probably due in part to lack of knowledge of solubilities of vanillin, coumarin, and citral in the various menstruums used and in part to faulty manufacturing technic. When their attention was called to these findings, the manufacturers at once took steps to change their labels or their formulas, or both. A method for the determination of citral in flavoring extracts was tested, and the results were reported to the Association of Official Agricultural Chemists."

Complaint Against Citrus Products

The Citrus Products Co. of Illinois is named in a complaint issued by the Federal Trade Commission, which charges that the respondent is using "unfair methods of competition" in the sale of beverages branded as "Blue Bird" and "Orange Kist." The former, the complaint alleges, is advertised as a grape product, composed of the juice of the grape "when in fact" it is "not composed of the juice of the grape." The same charge is brought against "Orange Kist," represented to be made of the juice of the fruit "when in fact," the complaint alleges, the product "is not composed of the juice of the orange or the fruit."

The complaint alleges that the beverages are so colored as to simulate the odor and flavor of the two fruits with the result that the consuming public is deceived "and trade" thereby diverted "from truthfully marked products." These acts, the commission avers, constitute unfair competition within the intent of Sec. 5 of the Federal Trade Commission act.

Recent Trends in Toiletry Advertising

(Continued from Page 596)

That is billboard, or car card advertising. It answers no questions as to the nature and quality of the goods, or as to just how they should be used, or what the result of their use may be expected to be. In other words, it gives no reasons why the reader will find it wise and profitable to exchange his money for the merchandise.

In the times which Mr. Nathan's article recalls advertising impressed the name and physical appearance of the goods on the reader; if any facts were to be stated or information given, the dealer was supposed to supply them. But nowadays the dealer has no time for that type of selling. The manufacturer must sell the goods, completely, prior to the appearance of the purchaser in the store of the retailer. Mere pictures of packages, and names of products, cannot do that kind of a selling job for the average product.

It is an interesting and, I believe, a healthy sign, though, to find so many manufacturers cutting out all the irrelevancies, all the rosy atmosphere, all the highfalutin' literary stuff, and getting down to brass tacks information as to the goods they offer.

Where Education Ended

When ants are first born they spend a few days poking around the ant hill trying to find out what it's all about, and after they get well acquainted with that little hill, they go no farther. Their education ends.

That old saying about going to the ant, you sluggard, is where education ends.—*Silent Partner.*

Association News and Court Cases

Final F. T. C. Vivaudou Hearings Held

Final arguments were concluded before the Federal Trade Commission on December 11 in the matter of the complaint alleging that V. Vivaudou, Inc., manufacturers and distributors of perfumery and other toilet articles, had violated Sec. 7 of the Clayton anti-trust act prohibiting the acquisition of stock in a competing company as a means of reducing competition. Mark Eisner appeared as counsel for the respondent, and Edward L. Smith, commission attorney, presented the case in behalf of the commission. Mr. Smith stated that Vivaudou had entered into a contract with the Melba Manufacturing Company of Illinois for the acquisition of all its assets at a price in the neighborhood of \$1,315,000. After the acquisition of the assets, he said, Vivaudou formed the Parfumerie Melba corporation, the stock of which was owned by the respondent. Through the ownership of this stock, he contended, the Parfumerie Melba company was prevented from entering into competition with Vivaudou, Inc. Chairman McCulloch, of the commission, asked if there was evidence of competition between the two companies concerned. Mr. Smith's reply was to the effect that the complaint merely charged that the acquisition prevented competition. He cited the Illuminum case as presenting issues similar to those under discussion. In the Illuminum case, he said, the Circuit Court held that the organization of a third company by two concerns in competition with each other constituted a restraint as the term is employed in the Clayton act. Mr. Eisner, speaking for the respondent, asserted that Vivaudou contracted only for the physical assets of the Melba stock and not the capital stock. He declared that the Melba company was still in the possession of its original owners. He made an argument intended to demonstrate that there is little competition in the line of business in which Vivaudou is engaged, recalling testimony given before the trial examiner that 90 per cent of the purchasers of cosmetics buy specific lines regardless of price considerations. He insisted that the Illuminum case was not in point, as in that proceeding, he said, it was alleged that two companies were in direct competition and agreed to organize a third corporation with each holding part of the stock. The commission took the matter under advisement.

Suit Filed Over Strasska Ownership

Suit has been filed in Los Angeles, Calif., against Leonard Abrahams, by Henry N. Creger, who asks \$1,000,000 for alleged breach of contract. In his complaint Creger alleges that for many years he was the sole owner of Strasska's tooth paste but that in 1927, Abrahams by means of false representations induced him to enter a contract whereby each would put \$25,000 into Strasska Laboratories, Los Angeles, for further development of the business. Creger further alleges that during a prolonged illness which he suffered, the affairs of the company were so manipulated that he was deprived of his interest and position in the business. The suit is brought on the alleged failure of Abrahams to carry out the terms of the agreement by depositing his \$25,000 and by subsequent acts against the interests of Creger.

Complaint Against Domino House, Inc.

Domino House, Inc., and Margaret Sullivan, doing business under the trade name of the Standard Specialty Co. and engaged in the sale of perfumes, face powders, facial preparations, toilet preparations, patent medicines and other merchandise, are named as respondents in a complaint issued by the Federal Trade Commission on November 26. The complaint alleges that in soliciting patronage the respondents "make many false and misleading offers, promises, and representations" in contravention of the prohibitions of the law against "unfair methods of competition."

The complaint specifically sets forth that Domino House, Inc., offers in various advertising matter membership in the "Beauty Arts Society," which, according to the commission, is represented "to be a national organization with a membership composed of beauty specialists and experts and with a faculty, which faculty it represents prepared the courses of instruction." With each membership, it is alleged, the respondents offer "a so-called fee membership of \$9.85, which amount is represented to be a reduced price from the regular price of \$19. Such offer includes a 'professional waving iron,' or curling iron, which is represented to be 'absolutely free' to the customer, and a 'complete hair-cutting course,' which is represented to be, in case the offer be promptly accepted, absolutely free to the consumer, and to be of the regular price of \$10." The complaint alleges that "such offer is sham and fraudulent, and the representations therein made are false and misleading in that there is no such society as the Beauty Arts Society, and that the amount of \$9.85 represented to be a fee is actually the price of all the courses of instruction sold by respondent, and the so-called professional waving iron." The complaint avers that "the aforesaid false and misleading offers" have a tendency to cause many persons to purchase respondents' courses and waving iron "on account of a belief in the truth of such representations." The complaint orders the respondents "to cease and desist" from the practices outlined.

Bottle Decision Favors Importers

In a further decision on the tariff on glass containers for perfumes, handed down by the United States Customs Court on December 9, the protests of Coty, Inc., Richard Hudnut, D'Orsay Perfumeries Corp., and Houbigant, Inc., all of New York City, were upheld. The bottles in question were of the kind usually used to contain perfume and had originally been assessed by the collector at the rate of 55 per cent ad valorem under Paragraph 218 of the Tariff Law.

The Customs Court reversed this and fixed the duty as follows: On bottles holding more than one pint, one cent per pound; those holding not more than one pint and not less than one-fourth pint, one and one-half cents per pound; and those less than one-fourth pint, named by the court as "all other items of said bottles not enumerated in the stipulation covering these cases," 50 cents per gross, all of these rates being under Paragraph 217 of the Tariff Law.

This decision closely follows the decision in the former Richard Hudnut case which was recently upheld by the Court of Customs Appeals.

Soap Makers Re-elect Colgate

Sidney M. Colgate of Colgate-Palmolive-Peet Co., was re-elected president of the Association of American Soap and Glycerine Producers, Inc., at the annual convention of that body held in Chicago, December 11. Other officers and directors were also re-elected as follows: R. R. Deupree of the Procter & Gamble Co., vice-president; J. S. Goldbaum of Fels & Co., secretary and treasurer; Roscoe C. Edlund, assistant secretary, and N. S. Dahl of John T. Stanley Co., Inc., assistant treasurer, and the following members of the board of directors:

Stockton Buzby, of the Procter & Gamble Co.; Sidney M. Colgate, of Colgate-Palmolive-Peet Co.; F. A. Countway, of Lever Brothers Co.; N. S. Dahl, of John T. Stanley Co., Inc.; N. N. Dalton, of Colgate-Palmolive-Peet Co.; R. R. Deupree, of The Procter & Gamble Co.; Edward Douglass, Jr., of Los Angeles Soap Co.; G. A. Eastwood, of Armour & Co.; J. S. Goldbaum, of Fels & Co.; E. G. Holloway, of James S. Kirk & Co.; Felix Lowy, of Colgate - Palmolive - Peet Co.; H. C. Stanton, of Swift & Co.

The executive committee for the coming year will consist of Messrs. Colgate, Buzby, Countway, Goldbaum and Lowy and Mr. Edlund will be continued as manager.

The principal business of the meeting consisted of a report of the activities of the association and its subsidiary organization, Cleanliness Institute. This work has consisted principally of a most successful campaign of education consisting of general educational measures in the form of paid advertising, newspaper and magazine publicity and non-commercial radio broadcasting; health education carried on in co-operation with medical and health authorities, and school education in connection with the work of the public schools. Work along legislative lines has also been investigated looking to the promotion of soap and water cleanliness and the association has co-operated with numerous other agencies in an effort to assist them in work along these lines.

The program for the coming year was also discussed. It will consist of a further expansion along the same lines with a considerable amount of additional work, including a new program of household education directed to women in the home, and an extensive program of industrial education.

Work on glycerine also occupied much of the time of the association during 1929 and an even greater effort will be made during 1930 to popularize its use as an anti-freeze. In connection with this product a program of research has been laid down having for its object the further development of present uses and the discovery of new uses.

The association has agreed upon a budget for the coming year virtually double that of the last few years, and under the progressive management which has characterized it since its inception three years ago, prospects for further expansion on behalf of the soap industry are exceedingly bright.



SIDNEY M. COLGATE

Drug Trade Conference Meets

Proposed simplification of containers of medicines, the Kelly-Capper bill to permit the establishment of resale prices by contract, and the Porter bill proposing the creation of a separate Bureau of Narcotics were among the subjects discussed at the annual meeting of the National Drug Trade Conference held in Washington on Dec. 12. Each of the nine organizations composing the conference was represented by three delegates. Wm. L. Crounse, Washington representative of the American Manufacturers of Toilet Articles, was in attendance, and took part in the discussions. The conference reelected for another year the officers who have served during the past year, including Samuel C. Henry of Chicago, president; H. C. Christensen, also of Chicago, vice-president, and E. F. Kelly of Baltimore, secretary-treasurer. The executive committee named for the new year will be composed of the following: C. P. Frailey, of Washington, American Drug Manufacturers, Association; A. G. Dumez, of Baltimore, American Association of Colleges of Pharmacy; W. L. Crounse of Washington, National Wholesale Druggists Association; H. Noonan, of New York, American Pharmaceutical Manufacturers Association; R. E. Williamson, of Baltimore, Federal Wholesale Druggists Association; and H. B. Thompson of Washington, the Proprietary Association. The other organizations represented in the conference are: American Pharmaceutical Association, the National Association of Retail Druggists, and the National Association of Boards of Pharmacy.

Committees were appointed on two bills, one providing for uniform legislation on the subject of narcotics, and another to consider legislation looking to the establishment of an independent bureau to administer the Federal narcotic act. It was suggested by the Committee on the General Status of Pharmacy and the Drug Trade that the curricula in the training of pharmacists should be extended to bolster up the cultural side of the students. This is in line with the action of the colleges in requiring a four year course in pharmacy. A committee appointed heretofore to consider the advisability and the feasibility of drafting a standard table for potent and toxic drugs recommended that another committee should be named to undertake the task. The conference agreed to appoint a committee to confer with organizations that have been created by various foundations to make a survey of the cost of medical care. Ambrose Hunsberger was named chairman of this committee which will confer with the major organization that now has the survey in hand.

The conference formally acted on the work that is now in progress by the Department of Commerce looking to the simplification of types of glass containers now in use by the drug trade. P. I. Huisler of Baltimore was chosen to represent the conference in this matter. A questionnaire will soon be sent out to the various branches of industry concerned. It was pointed out in the conference that the object sought is to reduce the number and perhaps the size of stock bottles, but that special mold bottles in use in the trade are not involved.

The conference renewed its endorsement of the Kelly-Capper bill which would permit manufacturers to prescribe resale prices under agreements or contracts. It also approved proposed legislation to establish a Pharmacy Corps in the Army, and measures to secure commissions for pharmacists in the Public Health Service. Three of the constituent organizations of the conference, namely the Ameri-

can Pharmaceutical Association, the American Association of Colleges of Pharmacy, and the National Association of Boards of Pharmacy, through their representatives asked for and secured the conference endorsement of a proposed comprehensive survey of pharmaceutical education, in co-operation with the American Council of Education.

Complete Plans for Salesmen's Dinner

The committee in charge of the annual Christmas party of the Salesmen's Association of the American Chemical Industry has announced completed plans for the 1929 affair. The grand ball room of the Hotel McAlpin has been secured for Friday evening, Dec. 27. This will afford considerably more room than has ever been available in the past, lack of room having been about the only drawback at previous parties. Tickets will be priced the same as before—at five dollars for members and seven dollars for guests. An announcement, which is being mailed to all members urges prompt reservations as seating will be done strictly in accordance with the time checks are received. No reservations will be made without full payment for the tickets and no definite party reservations will be accepted unless a full table is taken at one time, tables seating eight. Past Christmas parties have all been so close to complete sell-outs that members will appreciate the advisability of securing their tickets as early as possible.

The dinner will be served promptly at seven o'clock to allow plenty of time for the show, which will last until twelve. This year the committee has decided to bow to the very apparent wishes of those who attended previous dinners and will present a show made up entirely of female entertainers, with the exception of the orchestra. Tickets may be secured from William H. Adkins, Givaudan-Delawanna, Inc., New York.

Board of Trade Forms Aeronautical Section

At a meeting held in the rooms of the New York Board of Trade Inc., New York City, on December 5, a resolution was adopted for the formation of an Aeronautical Section of the board. More than one hundred men interested in aviation were present at the meeting and the proposal for the formation of the section was enthusiastically received. A program of work for the section which included the establishment of more convenient and suitable airports in New York, better transportation to existing ports and other matters of importance to aviation was laid down for the coming year.

The following officers of the new section were chosen: Chairman Frank A. Tichenor, publisher of the *Auto Digest*; vice-chairman Col. Clarence D. Chamberlain; secretary, George F. Zimmer, International Airports, Inc.; and treasurer, L. Douglas Kingsland, Air Investors, Inc.

Following the luncheon and business meeting, Major Clarence Young, assistant secretary of commerce for aviation, spoke of the progress of aviation in this country and answered numerous questions relating to the policy of the department toward commercial projects in this field of transportation.

Enjoys Technical Articles

(*Thos. H. Perry, Waukegan, Ill.*)

I am very fond of your magazine and in particular the articles about the chemistry of odorous materials.

Merz Again Heads S. O. C. M. A.

At the annual meeting of the Synthetic Organic Chemical Manufacturers Association of the United States held at the Hotel Commodore, New York City, December 13, August Merz, president of Heller & Merz, Inc., New York, was again chosen president. Albert J. Farmer was re-elected treasurer and C. A. Mace secretary. The following vice-presidents were chosen to head the several sections: Col. William S. Weeks, dyes section; R. G. Robinson, crudes and intermediates section; R. E. Dorland, fine organic and medicinal chemicals section; and Dr. F. G. Zinsser, special chemical section.

Directors were chosen as follows and assigned to the several sections: E. A. Barnett, Dr. R. W. Cornelison, Albert J. Farmer and August Merz, dyes section; Dr. E. H. Kilheffer, E. H. Klipstein and S. W. Wilder, crudes and intermediates section; John W. Boyer and A. L. van Ameringen, fine organic and medicinal chemical section; Glenn Haskell and A. Cressy Morrison, special chemicals section.

In addition to the election of officers the reports of the officers for the past year were heard and the several sections met separately to consider problems relating to their particular branches of the industry.

Dr. R. C. White Heads Insecticide Association

Dr. R. C. White, president of the R. C. White Co., Philadelphia, was elected president of the Insecticide and Disinfectant Manufacturers Association at the annual meeting held in New York, December 9 to 11. Evans E. A. Stone of William Peterman & Co., New York, was chosen vice-president; John Powell of John Powell & Co., New York, second vice-president; Robert J. Jordan of William E. Jordan & Bro., Brooklyn, treasurer and the following as members of the board of trustees: J. S. Brenn, Huntington Laboratories, Huntington, Ind.; C. P. McCormick, McCormick & Co., Baltimore; Peter Dougan, Merck & Co., New York; E. B. Loveland, Stanco, Inc., New York; C. C. Baird, Baird & McGuire, Inc., Holbrook Mass.; and K. A. Dodge, S. B. Dodge Co., Westport, Conn. Harry W. Cole of Baird & McGuire was continued as secretary.

The work of the convention consisted of a review of the activities of last year and a summary of plans for the coming year. Resolutions making past-presidents members of the board of governors, increasing the personnel of the standardization of insecticides committee and continuing *Soap* as the official organ of the association were adopted.

Grasse Raw Material Men Elect Officers

At the recent annual meeting of the Syndicate of Perfumers of Grasse and the Alpes-Maritimes, Elie Maunier, honorary director of Etablissements Antoine Chiris was again chosen president of the organization. The other officers elected at the meeting were as follows: Vice-president, C. Lefevre of Pilar Freres; secretary, Paul Morel of Lautier Fils, and treasurer, Maurice Maubert of P. Robertet & Co. Most of these men as well as the houses which they represent are well known on this side of the Atlantic and we are certain that the affairs of the syndicate are in excellent hands for the coming year.

Survey of Current Literature

Abstracts Prepared by Col. Marston T. Bogert

25. S. Sabetay and G. Sandulesco; Houbigant Lab., Puteaux, Seine. *Preparation of ethylenic ethers by cyclization of bis (chloromethyl) ethers.* Bull. soc. chim. 43, 904-6. When the bis (chloromethyl) ether of 1, 2-cyclohexanediol was added to a suspension of Na in benzene, there was formed an ethylenic ether, of mint-like odor and burning taste, b_{10} 65.5-6.5°. An easy method of preparing the methylene ether of homopyrocatechol, $\begin{array}{c} \text{O} \\ | \\ \text{CH}_3\text{C}_6\text{H}_3 \\ | \\ \text{CH}_2 \\ | \\ \text{O} \end{array}$, consists in heating piperonal semicarbazone with NaOC_2H_5 for 7 hrs. in an autoclave, b_{10} 80-1°.
30. C. Mannich and Frida Schmitt. *Synthesis of amino alcohols from isosafrole, isoeugenol and anethole.* Arch. Pharm. 266, 73-84 (1928). The various derivatives described were prepared primarily for possible medicinal use.
31. R. Feulgen and M. Gehrens; Univ. of Giessen. *Stearic aldehyde.* Z. physiol. Chem. 177, 221-30, (1928). The aldehydes of the higher fatty acids prepared many years ago by Kraft (Ber. 13, 1413) by dry distillation of the Ca salts of these acids with Ca formate are shown to be polymers incapable of forming functional derivatives or of reacting with fuchsin-SO₃. The simple aldehydes may be obtained by reduction of the acid chlorides in xylene solution at 150° by a current of H and in the presence of Pd. The product distilled at 1 mm. solidifies in the receiver. Stearic aldehyde, m. 55° (Kraft's polymer, m. 63.5°); thiosemicarbazone, m. 111° with previous sintering. Palmitic aldehyde thiosemicarbazone, m. 109°. The polymeric aldehyde has the molecular structure of a dimer, and may be depolymerized by vacuum distillation.
32. Frank Bell and Thomas A. Henry. *By-products of the Gattermann aldehyde reaction.* J. Chem. Soc. 1928, 2215-27 (1928). When a mixture of thymol, zinc cyanide and benzene, was saturated with HCl gas, AlCl₃ then added and HCl passed through for four hrs. longer, the products isolated were *m*-cresol aldehyde, isopropyl benzene, *p*-thymolaldehyde, a small amount of *o*-thymolaldehyde and dithymylacetonitrile. The action of AlCl₃ upon thymol gave isopropyl benzene and *m*-cresol, from which the *m*-cresolaldehyde was derived. Carvacrol, treated similarly, gave *o*-cresolaldehyde, 4-hydroxy-3-aldehydo-5-methyl-2-isopropylphenyl dicarvacrylmethane, *o*- and *p*-carvacrol aldehydes and dicarvacryl acetonitrile. Carvacrol and AlCl₃ gave *o*-cresol and isopropylbenzene. Carvacrol, CHCl₃ and NaOH gave a mixture of the *o*-aldehyde with a little of the *p*-isomer. *o*-Cresol, Zn cyanide and HCl, likewise gave a mixture of the *o*- and *p*-aldehydes. Other thymol, carvacrol, and related compounds are also described.
33. *Aromatic hydroxyldehydes.* J. D. Riedel A.-G. Brit. Pat. 285,451. Feb. 17, 1927. Propenylhydroxybenzenes are oxidized with an excess of PhNO₂ in the presence of excess alkali hydroxide. PhNH₂ also may be present in the reaction mixt. Isoeugenol yields vanillin; 1-hydroxy-2-ethoxy-4-propenylbenzene yields the next higher homolog of vanillin and isochavibetol yields isovanillin. Compds. such as 2-methoxymethyl ether of 1, 2-dihydroxy-4-propenylbenzene yield corresponding aldehydes.
26. L. Palfray and S. Sabetay; Houbigant Lab., Puteaux, Seine. *Some ethers of the cyclohexanediols.* Bull. soc. chim. 43, 895-900 (1928). 1, 2-Cyclohexanediol, dissolved in dry MeI and treated with freshly prepared dry Ag₂O, yielded a mono (b_{10} 74-6°) and a dimethyl (b_{10} 65-6°) ether, the latter having a mint-like odor and a burning taste. The bis (chloromethyl) ether, prepared by the method of Henry, b_{10} 136-7°. From 1, 3-cyclohexanediol, the mono-methyl ether had a faint aromatic odor, b_{10} 97-8°; the dimethyl ether a chloroform-like odor and burnt sugar taste, b_{10} 65-6°; the bis (chloromethyl) ether, b_{10} 144-5°. The latter with MeMgI, gave a diethyl ether, of burning taste, b_{10} 85-6°. From 1, 4-cyclohexanediol, there were prepared the *cis*-monomethyl ether, bitter taste, b_{10} 102-3°; a *cis*-dimethyl ether, burning taste and strong odor, b_{10} 67.5-8°; a *trans*-monomethyl ether, b_{10} 102.5-3°; a *trans*-dimethyl ether, b_{10} 68-9°; a bis (chloromethyl) ether, b_{10} 148-9°; and, from the latter with isopropyl MgBr, a diisobutyl ether, b_{10} 122-4°.
27. Henry Gilman, J. E. Kirby, R. E. Fothergill and S. A. Harris. *Some abnormal reactions of organomagnesium halides.* Proc. Iowa Acad. Sci. 34, 221-2, (1927) Nitro and nitroso groups react with MeMgX to give CH₄ and some C₂H₆. The gases so evolved therefore necessitate a correction in the determination of active H₂ by the Zerevitinov method. C₆H₅CH₂MgX and related compounds have been found to give rearrangement products with new substances like ClCO₂Et and ethylene oxide, this change in some cases involving migration to the para position. A study is also under way of the non-addition of RMgX compounds to an ethylenic linkage.
28. *Vanillin and isovanillin.* J. D. Riedel. Fr. Pat. 32,559. Nov. 19, 1926. Addition to 624,227. Safrole or isofrofe is heated with an alc. alkali to obtain *m*- and *p*-propenylpyrocatechol monomethoxymethyl ethers which are sep'd. by fractional crystn. of their Na salts. In an example safrole is heated with MeOH-KOH in an autoclave and the product transformed into the Na salts and the methoxyisoeugenol allowed to crystallize out. The methoxyisochavibetol salt is left in solution and these derivatives are converted into vanillin and isovanillin in known manner.



Dr. Henry Hurd Rusby, for many years Dean of the College of Pharmacy of the City of New York, Columbia University, has resigned that position. Dr. Rusby will continue at the College as Professor of Materia Medica. His position as Dean will be assumed by Dr. H. V. Arny, who has been assistant to Dr. Rusby in the Deanship during the last few years. Alumni, faculty and friends of the College tendered Dr. Rusby a testimonial dinner in New York, December 11, at which tribute was paid to his splendid services to the college and to the community by a notable list of speakers and announcement was made of his appointment as Dean Emeritus.

* * * *

Georges Klotz, one of the proprietors of Parfumerie Ed Pinaud, Paris, and president of Pinaud, Inc., New York City, sailed on the *Île de France* December 6, after a month spent at the headquarters of the American company in New York and a brief visit to the Canadian branch. Mr. Klotz spent most of his time in consultation with John J. Quinn, vice-president, and other officials of the American company, considering elaborate plans for the expansion of the American business. An announcement regarding these plans will be made in the near future.

* * * *

Plough, Inc., Memphis, Tenn., manufacturers of toilet preparations, has decided to drop the designation "Black and White" which it has been using as a trade mark on its beauty preparations. In the future the Plough line will be known and advertised as "Plough's Beauty Creations." The company is planning an elaborate advertising campaign for 1930 in which the new designation will be used. Attractive new red packages have been designed for the line but the black and white circle will be retained as a trade mark.

* * * *

G. A. Pfeiffer, president of Richard Hudnut, New York City, has sent us an interesting card from Moscow. He writes that he is having an interesting time in Russia, finds Moscow a busy city, the opera and ballet fine and the Kremlin imposing. Most of the things are made and sold by the state. He has been cordially received in Russia. In spite of the fact that the card was written on November 22 when the rigors of winter were beginning to be felt in New York, Mr. Pfeiffer writes that in Moscow there was no snow and the weather not cold.

* * * *

In accord with the substituting of the name of "Evenod Twelve" for "Claire Twelve" Percival E. Falkingham, of New York City announces that the firm name of Claire Parfumeur, Inc., will be changed to Evenod Perfumer, Inc., as of January 1, 1930. This has been done to prevent confusion in trade names.

* * * *

B. E. Levy, chairman of the board of Coty, Inc., New York City, and president of all the Coty organizations throughout the world, arrived on the *Île de France*, December 3 to spend the holidays in the United States. During the past few months he has been in consultation with officials of Coty, S. A. of Paris and affiliated companies with the result that a closer union of all the Coty organizations has been effected with himself as president.

The foreign companies included in this plan are Coty Société Anonyme, the French company which operates seven factories in and near Paris and maintains branches or selling agencies in Argentina, Australia, Brazil, Canada, China, Cuba, Germany, Hungary, Italy, Japan, South Africa, Turkey and other countries; Coty Ltd., England; Societate Anonima Romano, Roumania, which manufactures and operates in Roumania only; Cultures Florales Méditerranées, which has large areas in France and Italy for the cultivation of plants from which raw materials are produced; and Société Française des Parfums Rallet, which manufactures perfumes under the trade name of Rallet and for other perfumers.

Mr. Levy advises us however, that although in the future he will direct all of the Coty companies he has in no way lost his interest of Coty, Inc., New York and he will keep in just as close touch as possible with its interests.

* * * *

Oakley & Co., New York City, one of the country's oldest perfume houses, with a record of more than one hundred years existence, have moved their laboratories and general offices to the Cramwell Building, 336-340 Manhattan Avenue, Union City, N. J. There they have taken the entire second floor, increasing their manufacturing space to about 9,500 square feet. New and improved machinery has been installed to take care of the rapidly growing demand for their products. Showrooms and sales offices will be continued at 347 Fifth Avenue under the direction of Joseph Calisher, president of the company. Mr. Calisher states that the business has almost doubled in size during the last year.

* * * *

Standard Brands, Inc., the Morgan holding company recently organized to take over several firms in the household specialty line, has taken executive offices at Madison Avenue and 57th Street, New York City. More than 50,000 square feet in a new 40-story building at that address will be occupied by the company.

The Elsie Pierce Salon opened during the late Summer of this year at 677 Fifth avenue, New York City, complements the beautiful showrooms of Fioret, Inc. A novel feature in connection with the management of this salon is Miss Pierce's Class in Beauty which teaches women the various treatments necessary to beauty. In addition it gives you an analysis of your own skin together with the proper preparations suited to your individual requirements and the proper method of application.

Other salons of Miss Pierce are located in Knoxville, Baltimore, Philadelphia and Washington, where for six years her treatments have been given. Her complete line of treatment creams may be obtained at these salons as well as at many stores throughout the country. Two recent additions to the line are the Adherente Lotion and the Stimulante Cream, both quite necessary assets at this season of the year.

Miss Pierce broadcasts every morning at 10:15 over WGBS and on Tuesday mornings at 11:15 over WOR directly from her salon during sessions of her Beauty Classes.

The general offices and display rooms of Fioret are under the management of George P. Warner, who for the past three years has been developing the Fioret line of perfumes and powders.

* * * *

Mrs. Ruth D. Maurer, president of the recently formed corporation, of the same name announces that the progress of the new company is very satisfactory. Offices have been secured at 15-17 West 46th street, New York City, where there will be demonstrations and displays as well as the sales rooms. These will be ready about January 1st. The laboratories are located in the Bush Terminal Building, Brooklyn, and those in charge are now working on the new line of products Mrs. Maurer will put on the market the first of the year, and which are the result of much experimentation.

* * * *

Executive and sales offices of Vadsco Sales Corp., New York City, successors to V. Vivaoudou, Inc., were moved on December 4 from the former address at 233 Spring street to 580 Fifth avenue at the corner of 47th street. The manufacturing operations of the company are being carried on at the plant of the American Druggists Syndicate, a subsidiary at 227 Borden avenue, Long Island City. The new telephone number of Vadsco Sales Corp., is BRYant 4220.

* * * *

Louis M. Santeiro, a director of Crusellas y Cia., and of Compania Nacional de Perfumeria, Havana, arrived on the *Majestic*, December 1st, from an extended trip through France and Spain. Mr. Santeiro remained in this country but a few days leaving by train from New York the evening of the 5th for Havana.



ELSIE PIERCE

William E. Bomar has joined **Frederick Stearns & Co.**, Detroit, as "Astring-o-sol" promotion manager. He goes to the Stearns institution after eight years of continuous service with The Western Company, makers of Dr. West and Gainsborough products. Mr. Bomar entered the drug business in 1921 with the Western organization. He started in doing market analysis and sales development work. Two years later, he was sent to Cleveland as sales representative. His success in this position led to his appointment as divisional manager. His appointment by Frederick Stearns & Co., is part of a broad plan of sales development and advertising that the Stearns institution has under way for this product.

* * * *

Suma-Doré Sales Co., Inc., New York City, is the successor to the business which has heretofore been carried on as Suma-Doré Products, Inc. The new organization will continue the business of manufacturing toilet preparations and distributing them in the domestic and Far Eastern market and will also operate under the same trade names and trade marks as those formerly used by Suma-Doré. The company's laboratories and offices are located at 211-215 West 20th street.

* * * *

Rahayel Frères, Brooklyn, N. Y., advise us of the appointment of Frank Gussoni as New York sales representative. They have also opened branch offices in New Haven, Conn., Trenton, N. J., Springfield, Mass., and Hartford, Conn.

* * * *

It is reported that a group which includes Lever Bros. of Port Sunlight, England, the Margarine Union and Georg Schicht, Ltd., a Czechoslovak soap manufacturer, is to establish soap works in Hungary.

* * * *

Lou'ray Inc., manufacturers of bath salts and dusting powder, have transferred their sales offices and display rooms from Chicago to 565 Fifth avenue, New York City. The factory in Grand Rapids will be continued as in the past, but the Chicago offices have been permanently discontinued. F. R. Shepherd, president, advises us that the move was made chiefly for the convenience of the buyers and that he considers that the results of the move have already verified his opinion.

At the new showroom the products of the company are attractively displayed in cellophane containers. The use of this material for containers was adopted by the company in 1924 and has found considerable favor in the industry. The line is packaged not only under their own label, but in many instances for various chain stores under the store name.

Other officers of the company are L. C. Shepherd, vice-president, and M. C. Shepherd, secretary-treasurer.

* * * *

Thomas W. Rourke has been elected president and chairman of the board of United Grape Products, Inc., Buffalo, N. Y. He succeeds C. C. Palmer, resigned.



© B & S
F. R. SHEPHERD

A. Herman Wirz, president of A. H. Wirz, Inc., Chester, Pa., died at his home in Wallingford, Pa., on November 22 after an illness of several weeks.

Mr. Wirz, who was one of the best known and most popular men in the supply industry, was born October 18, 1887. He was educated in the Penn Charter School in Philadelphia, entering the business in 1904.

A. H. Wirz, Inc., was founded in Philadelphia, in 1836 by Martin Kummerle who in 1850 was joined by August Herman Wirz, his son-in-law. In 1886 Henry M. Wirz, father of A. Herman Wirz, joined the company. Upon the death of his father in 1909, Mr. Wirz took over the management of the business, and five years later moved the plant from 917 Cherry street, Philadelphia, to a building which had been built especially for it at Chester. Under his direction the business in collapsible tubes was rapidly expanded, and has become one of the most important tube manufacturers in the country. Mr. Wirz was married 1910 to Roberta Blakiston who survives.

He was a member of the Union League of Philadelphia, the Corinthian Yacht Club, The Rolling Green Golf Club, The Springhaven Club, Chester Club, Pope's Island Club, and was a Mason and a Shriner. He was a director of the Delaware County Trust Co. of Chester, and a member of the Board of Trustees of the Crozer Hospital.

A man of charming personality, Mr. Wirz made a host of friends not only in the industry which his company served but among his competitors as well. He was actively interested in the work of the American Manufacturers of Toilet Articles, of which his company is an associate member, and devoted much time to charitable work and other lines of endeavor not connected with his business life. His many friends and acquaintances will join with his business associates in mourning his untimely passing.

Since the death of Mr. Wirz, we have heard many splendid tributes to his character and ability, in which we can deeply share through the friendship of the Editor and Mr. Wirz during many years of intimate contact. His standing among his competitors in the collapsible tube business can best be illustrated by the following comment made by some of his trade confreres: Frank J. Lynch, president of Sun Tube Corporation, Hillsdale, N. J., writes:

"The tube industry is bowed head, and the manu-

Telephone communication between houses and offices on shore and a moving ship at sea became an actuality recently with the inauguration of regular service to the S. S. *Leviathan*, of the United States Lines, from telephones of the Bell System.

Steaming eastward across the Atlantic, the *Leviathan* engaged in conversation with officials of the lines and of the American Telephone & Telegraph Company, Commodore Cunningham, commanding officer of the ship, doing the talking aboard the liner. Subsequently, telephone subscribers in Boston, Indianapolis, Atlantic City and elsewhere put through calls for friends on the ship, while one or two passengers called up friends on shore.

The service is effected by linking wire lines of the Bell System with radio telephone stations in New Jersey.

For the present, the *Leviathan* is the only ship providing

facturers are still dazed over the loss of our mutual friend, A. Herman Wirz.

"In every industry, there are certain leading spirits, who dominate their field, and command the admiration of everyone that comes in contact with them.

"I have had the pleasure of knowing Mr. Wirz for a good many years. I cannot recall ever finding anything small or petty in his makeup. He was the type of man that no industry can lose without suffering from it.

"He did business in an ethical way; was an excellent competitor; and gave to his business, and his friends, the best that was in him.

"I am very sure that there are thousands of people who feel as I do, about this rare gentleman; and he will long be remembered and respected."

G. L. Neidlinger, of Peerless Tube Co., writes:

"The passing of A. Herman Wirz, known as 'Herman' to so many thousands throughout the United States, is something very much in the nature of a tragedy.

"From the viewpoint of a competitor, as well as friend of more than twenty-five years, we want to say that in every relationship which we have had, Herman Wirz has shown the finest character. As a competitor he was everything to be desired. He was a hard-hitter; an energetic hustler for business, but when he made a statement or when he took an order, his statements were true and the order was filled according to promise. It is a pleasure, after having been his competitor for more than twenty-five years, to give these words of appreciation.

"Herman Wirz was a real man. He will be greatly missed by a great many friends and by a great many of those who did not have the privilege of knowing him well enough to call him friend, but who had done business with him over a long span of years."

R. L. Kenah, president of Standard Specialty & Tube Co., says: "I have known Mr. Wirz for many years, and while we have been competitors in business, we have always been good friends.

"In the passing of Mr. Wirz our industry has lost a valuable man and one who will be greatly missed by a large circle of friends."

Herman Wirz was indeed a man. Loved, honored and respected by all who came within the spell of his personality, he will be long remembered by everyone in the industry.

this service, but it will be extended to other large passenger liners as the demand develops. It is available throughout the twenty-four hours, between the ship and any telephone of the Bell System. For cities in the North Atlantic seaboard the rate is \$21 for the first three minutes and \$7 for each additional minute. Communication is at present limited in extent, being possible only when the liner is within range from America. It will be possible at times to handle calls to and from the liner while she is as far away as 1,500 miles, or nearly three days sail from America.

The inauguration of this service, which is largely in response to the continually increasing demand on the part of American business for instant contact with "anybody, anywhere, any time," is the culmination of research and experimentation on the part of Bell System engineers extending over more than a decade.



THE LATE A. HERMAN WIRZ

Preparations for one of the largest business moves in London in recent years are being made by Lever Brothers, Ltd. Owing to the developments resulting from the firm's fusion with the Margarine Union, its present headquarters, which are considerably out of date, have been found inadequate.

Lever House, formerly De Keyser's Hotel, which during the War was taken over by the Government for the Air Ministry, is therefore to be demolished. Negotiations are now taking place for temporary quarters in the city. On the site of Lever House it is proposed to construct, at a cost exceeding \$5,000,000, a vast modern structure which will afford ample accommodation for the amalgamated undertaking. It is expected that the work will take approximately three years to complete, and it is understood that the Margarine Union, which is now proposing to increase its capital to £11,500,000 (\$57,500,000), will be mainly responsible for the work.

The new building will be the world-wide headquarters of this immense combine, whose capital amounts to more than £25,000,000 (\$125,000,000). It will occupy approximately the same area as the present Lever House, but it will be carried several stories higher. The combined staffs of the several firms number, probably, some 1,200, and as it would not be possible to accommodate them all, even temporarily, in one building, they will be divided between several premises in the city offering suitable accommodation.

The associated concerns occupying offices in Lever House are: Anglo-Nigerian Exploration, Ltd.; Medley & Son, Ltd.; Associated Enterprises, Ltd.; Blondeau et Cie.; De Bruyn Ltd.; Distributors & Transporters, Ltd.; Glycerine, Ltd.; Lever Brothers (South Africa), Ltd.; Lever Bros. (India), Ltd.; Lever House Advertising Service, Ltd.; Lever Pacific Plantations, Ltd.; Lever Stores, Ltd.; Moor Park, Ltd.; Moor Park Country Club Co., Ltd.

* * * *

Through a consolidation of the Mutual Drug Co. Cleveland, and the Hessig-Ellis Company of Memphis, Tenn., another chain of wholesalers, this time of the mutual type, has been created. The company claims the affiliation of about 20,000 retail outlets in the chain. When completed the chain will consist of about 50 mutual wholesalers. The organization will be known as Ure Druggists, Inc., and its operations will be directed by Robert R. Ellis of the Hessig-Ellis Co., and F. T. Roosa of the Mutual Drug Co., of Cleveland.

* * * *

For the nine months ended on Sept. 30 the Monsanto Chemical Works and its subsidiaries report consolidated net earnings of \$1,381,481 after all charges and taxes. Comparative figures are not available because the Rubber Service Laboratories and the Merrimac Chemical Company have been acquired only recently.

* * * *

For nine months ended on Sept. 30 the Zonite Products Corporation reports earnings equivalent to \$1.31 a share on 688,300 shares of stock outstanding, against earnings equivalent to 51 cents a share in the corresponding period last year. Figures for this year do not include earnings of the A. C. Barnes Company or the Forhan Company.

* * * *

Billy B. Van, president of the Pine Tree Products Co. Newport, N. H., was one of the speakers at the convention of the Association of American Soap and Glycerine Producers at Chicago early this month.

The marriage of Miss Nina Haven King to Gilbert Colgate, Jr., took place November 26 in the Church of the Resurrection, East Seventy-fourth street, New York City. Both are descendants of families that for generations have been prominent in the affairs of New York State; the bride being a granddaughter of Stephen Peabody and the late Mrs. Peabody of this city and Southampton and a great-granddaughter of the late Mr. and Mrs. George Griswold Haven. She is also a direct descendant of Rufus King, who was Minister to Great Britain in the administrations of George Washington and John Adams.

Mr. Colgate is a son of Gilbert Colgate and the late Mrs. Colgate of New York City and Huntington, L. I., and a descendant of William Colgate, for whom Colgate University is named. He is a member of the board of directors of the Colgate-Palmolive-Peet Co.

Following the ceremony a reception was held in the home of the bride's grandfather, Stephen Peabody, at No. 5 East 78th street, New York City. Mr. and Mrs. Colgate have gone to Europe on their wedding trip and upon their return will make their home in New York.

* * * *

Report of Canadian Industrial Alcohol Co., Ltd., for year ended September 30, 1929, shows net profit of \$2,073,977 after depreciation, federal taxes, etc., equivalent to \$1.89 a share earned on 1,092,915 no-par shares of combined Class A and Class B stocks. This compares with \$3,136,680, or \$2.87 a share, on 1,091,666 combined shares in previous year.

The 1929 net profit is after deducting \$475,000 as year's share of \$1,404,000 due to government for back taxes. The remaining \$929,000 will be paid over a period of next two years.

* * * *

Directors of the American Commercial Alcohol Corporation declared a stock dividend of 2 per cent on the common shares in addition to the regular quarterly cash dividend of 40 cents per share, both payable January 15, 1930, to stockholders of record December 20, 1929. Payment of the stock dividend will be made in voting trust certificates. A stock dividend of 3 per cent on the common stock was paid last July for the first half of the year.

* * * *

The recent offer of the Gold Dust Corporation, New York, which allowed their employees to purchase stock, has been amended. The price at which employees were originally invited to subscribe was \$40 per share. This has been reduced to \$20 per share. On the New York Stock Exchange the stock is now currently quoted at about \$40. The company has allotted 37,825 shares for employee purchase.

* * * *

Peoples Drug Stores, Inc., reports sales for November amounted to \$1,403,356, as compared with \$1,001,681 for the same month last year, an increase of \$401,675, or 40.10 per cent.

Sales for the first eleven months of this year amounted to \$13,825,231, compared with \$9,992,067 for the like period last year, an increase of \$3,833,164, or 38.36 per cent.

* * * *

For the nine months ended on September 30 the Vadsco Sales Corporation reports net income of \$1,278,927 after depreciation and all charges except Federal taxes, against net of \$762,293 for the corresponding nine months last year.

The National Drug & Chemical Co. of Canada, Ltd., of Montreal, Que., has been appointed representative in the Canadian market for Gabilla, Paris, Inc., through negotiations recently completed by the two companies. Elaborate plans are being made for the introduction and distribution of the line in the Dominion. C. H. Lander, who is in charge of the toilet goods division of the Canadian company, plans to merchandise the line separately from the other lines handled by the company and will shortly appoint representatives exclusively for Gabilla in all of the principal Canadian cities from Coast to Coast.

The National Drug & Chemical Co. was organized through a consolidation of several companies in 1905 and has made rapid progress as a distributor of drugs and toilet preparations. William S. Kerry, its president, is also president of Palmers, Ltd., Johnson & Boone, Ltd., and Laurentian Laboratories, Ltd., all prominent in the drug and toilet goods business in Canada. Mr. Kerry was born in 1859 and began his business career in 1875 with the drug firm of Kerry, Watson & Co., which became a part of National in 1905. He was successively secretary, treasurer, and vice-president of the company and was elected president in 1928. His company is splendidly equipped to undertake the Gabilla distribution.



WILLIAM S. KERRY

The annual sales convention and conference of the Northam Warren Corporation will be held January 2, 3, and 4, 1930. The meetings, which will bring together salesmen of the company from Coast to Coast will be held in the conference room of the company at its new plant at 191 Hudson street, New York.

* * * *

La Pompadour, Inc., Minneapolis, Minn., has purchased the plant and business of Jarvaise Perfumer, Inc., of the same city and has moved from its former plant at 600 North Seventh street to the much larger Jarvaise plant at 115 Fifth street, northeast, where both manufacturing and executive offices will be maintained in the future. Both companies are manufacturers of toilet preparations and barbers' supplies. The equipment of the old plant of La Pompadour, Inc., has been added to the new plant and the company is working in anticipation of a business of more than \$1,000,000 in 1930.

La Pompadour was organized in 1922 by S. S. Kaufman, who is still its head. Jarvaise Perfumer, Inc., was established in 1920 and made rapid progress. Last year it erected a modern concrete plant comprising over 60,000 square feet of floor space.

Plans for the merged company include a considerable increase in advertising and a corresponding growth in the size of the sales, office and manufacturing forces. The name Jarvaise Perfumer will be discontinued but the brands and trade marks of that company will be retained under the new management.

S. L. Rothafel, "Roxy," in a recent address before theatre operators of North and South Carolina at Pinehurst, advised them to use perfume sprays in their theatres. Roxy outlined his own procedure as finding out what the most popular odor was and then spraying it lightly into the air in his New York theatre. He says that any of his patrons who smell this odor later will inevitably be reminded of his theatre and that the perfume spray is "better than a myriad of billboards."

* * * *

The Procter & Gamble Company announced November 27 the plans for the erection of a complete manufacturing unit at Long Beach, Cal., at a cost of \$5,000,000. This follows an announcement of plans to build a \$1,000,000 plant at Memphis, Tenn., and reports of early completion of a \$5,000,000 plant at Baltimore. These units will increase the company's manufacturing system to eight complete plants in the United States and Canada.

* * * *

The winter school usually conducted during the month of January by the Marinello Company will not be held this coming year. In connection with the Marinello Company is the National School of Cosmeticians, and cosmeticians from all over the country have heretofore convened in New York to learn of any new developments in the Marinello line and also to receive instruction in the methods of treatments, hair waving and dyeing, etc.

* * * *

Bowey's, Inc., Chicago, manufacturers of chocolate products, fruits, flavor concentrates, syrups and colors, has appointed Herbert O. Simmons, formerly on the advertising staff of the Chicago *Daily News*, as their advertising manager.

* * * *

Jean Stuart Cosmetics, Inc., New York City, has registered trade marks on its line of products including skin cream, powder, bath salts, etc., in the state of Connecticut.

* * * *

W. A. Poucher, London, whose articles in this journal have, we feel, been of considerable interest and value to our readers, has won further honors in having been selected to contribute the monographs on cosmetics and perfumes to the latest edition of the Encyclopaedia Britannica. Mr. Poucher is well known to our readers not only as a contributor to these pages but also as author of "Perfumes, Cosmetics and Soaps," a book which has had a widespread sale in the United States. He advises us that his laboratories have been moved to a more accessible location

at 17 Woodstock street, Oxford street, London W. 1.

* * * *

James C. Colgate has sold to the Broadway-John Street Corporation, the property located at 80-82 Nassau street, New York City. This property has been in the Colgate family for 140 years and is part of the tract upon which the original Colgate plant stood.



WILLIAM A. POUCHER

Louis Amic, a director of *Etablissements Roure Bertrand Fils & Justin Dupont*, Grasse, France, and nephew of Louis Roure, president of that company, sailed on the *France*, December 12, after spending about three months in America. He made his headquarters here with the George Silver Import Co., American representatives of his house. Mr. Amic expressed his pleasure at meeting his American friends again and his gratification at the excellent condition and prospects for growing business with the American toilet preparations and allied industries.

* * * *

August Goertz, president of *August Goertz & Co., Inc.*, Newark, N. J., died November 22 at the age of 83. Mr. Goertz was a native of Germany, born in Solingen, September 23, 1846. His father was a manufacturer of cutlery.

At the age of 21, he came to America and for a time worked for a manufacturer of saddlery hardware and later for a maker of satchel frames. In 1881 he started his own business with a small plant located at 37 Railroad avenue, Newark. Within three years, these quarters became too small and the business was moved to its present location on Morris avenue, where it has grown until it now occupies over 10,000 square feet of manufacturing space.

Mr. Goertz was the active head of the business until a short time before his death and president of the company from the time of its incorporation in 1904. Thirty years ago, he was joined by his son, Frederick Goertz who for the last ten years has been general manager. The company started as a manufacturer of handbag frames but the line has been rapidly expanded until it manufactures metal specialties of all kinds. An important branch of the business in recent years has been the manufacture of vanity boxes, a special department for this work being operated under the direction of another son, Walter Goertz. In addition to the Newark headquarters, sales offices are located in New York and the company is represented in Chicago and Los Angeles as well.

Aside from his primary interest in the business Mr. Goertz was also active in many other lines. He was a vice-president and one of the organizers of the West Side Trust Co., of Newark, N. J., president of the Newark Memorial Hospital. He was also at one time a director of the Great Eastern Casualty Co., now a part of the Union Indemnity, served one term as trustee of the Newark City Home for Boys, and was also an ardent supporter of the German singing societies, and for many years treasurer of the United Singers, a national organization. He was also a director of several building and loan associations and a member of the Newark Athletic Club.

* * * *

American Beauty Co., New York, advises that it has increased its appropriation and is now formulating plans for a change in its advertising campaign for 1930. The company reports that its perfumed nail gloss is moving in constantly increasing volume.



THE LATE AUGUST GOERTZ

An increase of 25 per cent in the regular dividend rate of the Colgate-Palmolive-Peet Co. has been announced by Charles S. Pearce, president of the company. A quarterly dividend of 62½ cents a share, or an annual dividend rate of \$2.50 a share on the common stock, will be paid Jan. 7 to stockholders of record Dec. 18, according to the company announcement. The former rate was \$2 annually.

The directors, in voting the 25 per cent increase, took the position that the satisfactory progress of the company since the merger of the Palmolive-Peet Co. and Colgate & Co. July 1, 1928, justified the higher rate.

Sales records of the company will show an increase of all leading brands in 1929 over 1928, a statement issued by the company declared.

Commenting on the increase in dividend rate, Mr. Pearce stated:

"During the last six weeks we have often been asked for an opinion on business conditions, but have withheld our comment, until our ideas could take a more tangible form than mere words.

"The increase in our dividend rate is the best evidence of our faith in the business of the coming year."

Mr. Pearce pointed out that the earnings of the company for the third quarter of 1929 are more than twice those of the corresponding three months of 1928, the first quarter of the consolidation. The net revenues for the 1929 period totaled \$3,258,277, as compared with \$1,564,112 in the same months a year ago.

Lessening of distribution as well as production costs resulted from the merger, along with economies in marketing due to centralization of the sales organizations, Mr. Pearce stated. The merger, by giving the company a more comprehensive line of commodities, has been of particular advantage in further extending the market in foreign countries.

* * * *

The new plant of the Copra Oil & Meal Co., a subsidiary of the Los Angeles Soap Co., Los Angeles, Calif., was opened December 11 with a barbecue and entertainment. The new plant which is located on Mormon Island cost \$250,000 and will be able to handle 30,000 tons of copra annually. Its products will be completely used by the Los Angeles Soap Co., according to announcement.

* * * *

George G. Rodgers Co., Springfield, Ohio, manufacturers of machinery and tube clips, advises us of the appointment of T. J. Davis, Chicago, Ill., to take over, handle and develop foreign sales outside of Continental America. Mr. Davis will maintain offices at 189 West Madison street in Chicago and is formulating plans for introducing and pushing the Rodgers line of machines and equipment over a large portion of the globe.

* * * *

Curran Laboratories, New York City, have started advertising by means of the radio. A chain of over 20 broadcasting stations throughout the country is handling the Curran program which is devoted to building business for "Jo-Cur" waveset and other preparations.

* * * *

A new advertiser on page 100-B of this issue is the National Art Co., New York City, which calls attention to the line of labels, box wraps, booklets, displays and covering papers in which it specializes. This company is closely allied with the organization which prints the covers for this journal and with other companies in the line, forming one of the largest color printing organizations in the country.

Marie Earle, Inc., opened on November 17th a most attractive salon for treatments of beauty in Paris, located at 15 Rue de la Paix, one of the most important corners of that interesting street. The salon is situated above the shop formerly occupied by Guerlain Perfumer and now occupied by Dunhill. The opening was attended by the many friends of the company including many of the elite of Paris. In our January issue we anticipate publishing a photograph of the salon and a further description.

* * * *

Supplementing our Trade Note in the November issue to the effect that the U. S. Bottlers' Machinery Co., Chicago, had turned over its export department to the New York export office of the Owens-Illinois Glass Co., of which A. B. Dod is manager, the company advises us that its products will be handled in Latin America by the following representatives: L. A. Bernabó & Cia., Buenos Aires, Argentina; Davis, Le Blanc y Cia., Santiago, Chile; M. A. Blanco, Barranquilla, Colombia; Messrs. Alemany & Bernal, San Juan, Porto Rico; J. J. Arredondo, Montevideo, Uruguay; H. Michel, Lima, Peru; F. Bethencourt, Caracas, Venezuela; J. M. Resnikoff, Guatemala City, Guatemala.

This will give the U. S. Bottlers' Machinery Co. effective representation in a large number of countries which it has been unable to cover adequately in the past.

* * * *

L. A. Barber has joined the staff of **Ungerer & Co.**, New York. He will be located at the home office of the company, 124 West 19th St., New York. Mr. Barber was formerly export manager for the Marinello Company, manufacturers of toilet preparations and Inecto, Inc., makers of hair dyes. Prior to that he was in the essential oil business for five years.

* * * *

W. K. Holt of the **Colgate-Palmolive-Peet Co.**, represented the soap industry at a conference on new rules for the naval stores trade held at Washington, November 25, in conjunction with officials of the Food, Drug & Insecticide Administration. The conference proposed several changes in the Naval Stores Act including one on the marking of naval stores by grades. These will be submitted to Congress later.

* * * *

The Antoine Chiris Co., New York City, desires to take this means of apologizing for having inadvertently displayed in the October issue of this publication a view of a field of tuberose flowers belonging to Cavalier Frères, Grasse, instead of the picture which may be found in its advertisement in the present issue.

* * * *

Clifford L. Iorns, president of **Clifford L. Iorns Co.**, St. Louis, is spending a week or two in New York visiting the headquarters of some of his Eastern principals. Mr. Iorns' company represents John Powell & Co., E. A. Brodmund Co., Ungerer & Co. and the Pennsylvania Refining Co. in the St. Louis territory.

He advises us that business conditions in his section are good and that he anticipates a speedy return to confidence and much improvement in the general business situation during the next few weeks. The depression in the stock market he believes has had only a psychological effect upon business in his section, and he feels that this will be dissipated as soon as orders begin to come in for 1930 delivery.

Frank J. Lynch, president of **Sun Tube Corp.**, Hillside, N. J., returned on the *Bremen* December 13, after a visit of about a month to Germany and England.

Mr. Lynch says that the trip over was uneventful except for the fact that the earthquake shock which disturbed the Northern Atlantic early in November was distinctly felt on board ship. The return trip, however, was a stormy and rough one, and the *Bremen* was three days late arriving.

On his arrival in Europe, Mr. Lynch flew from Bremerhaven to Berlin, and in Berlin and vicinity visited several plants devoted to the manufacture of machinery for collapsible tubes and to the tubes themselves. He advises us that due to a combination of causes, among them slower methods of production and a more limited market, the cost of the same quality of collapsible tubes is much higher in Germany than in the United States. He found that there was considerable substitution of lead, both single and double tin coated, for pure tin by the German tube users, and that the general run of tubes was not of as high quality as would be demanded by customers in this country, certain minor defects being accepted by purchasers which would cause the rejection of tubes here.



FRANK J. LYNCH

been put to any extent in this country.

He found that there were no outstanding developments in the machinery used for tube manufacture, and practically the same types are being employed which have been in use during the last ten or fifteen years. Cap-making machinery is also less efficient than in the United States, the American machines work twice as rapidly as the fastest German machine.

From Berlin Mr. Lynch flew to Amsterdam and thence to Croydon, near London. In England he found production, machinery and methods practically the same as in Germany, and costs considerably higher than in the United States, largely because of limited production.

Several types of patented caps are in use in both Germany and England, but these are rapidly being eliminated, the makers feeling that they are not economical and that the burdens of cost upon the buyer are such that he might not be able to face the competition which would be felt in the United States. Very few tin caps are used, and capping material is very low in price; and on this account very few, if any, plastic caps are employed in Europe.

* * * *

Louis I. Furlager, president of the **Furlager Mfg. Co.**, and Paris Cosmetics, Inc., sailed November 14 on the *Bremen* with Mrs. Furlager for a business and pleasure trip abroad which will include stops in Paris and London.

* * * *

Charles F. Kelly, sales manager of the **Newport Chemical Works**, New York City, has returned from a six weeks' trip to the Pacific Coast which included a stop at the Grand Canyon on his return.

We have just received through Ungerer & Co., New York City, the accompanying airplane picture of the plant of M. Naef & Co., Geneva, Switzerland, which affords a graphic illustration of the progress which this important manufacturer of synthetic perfume materials has made since its establishment in 1895.

During the early part of that year, Dr. Philippe Chuit established a small laboratory for the manufacture of certain perfumery materials, notably synthetic violet, for the manufacture of which he had discovered a new process. Later the same year, he was joined by Martin Naef and they formed the firm of Chuit & Naef. Two additional partners were added in 1898 and the firm then became Chuit, Naef & Co.

By this time the original quarters had been outgrown and a site at the junction of the Aire and Avre rivers was secured. The property covers an area of more than three acres, the greater part of which is occupied by the factory itself. Many additions have been made as required, until today the plant is considered a model of its kind.

M. Naef & Co. now manufacture more than 150 items. Among their contributions to the field of synthetic perfumery, are "Exaltone," said to be a scientifically exact duplication of the perfume principle of natural musk; "Iralia" and "Orris-Violet;" "Dianthine," a carnation character; "Nymenana," an orange flower novelty;



AIRPLANE VIEW OF PLANT OF M. NAEF & CO.,
GENEVA, SWITZERLAND.

"Cyclosia," a lily base; and "Bouvardia," having a floral character and useful as a base for varied compositions.

Ungerer & Co., New York, has been the American sales agent for M. Naef & Co. for more than thirty years, and the present heads of the Naef organization, Martin Naef and Frederick Firmenich, are well known to the American perfumery trade. Mr. Firmenich has made several trips to this country, his last visit to the trade here being in April, 1926.

* * * *

The new Park Row Trust Co., which is being organized to take the place of the defunct Clarke Bros., private bank located on Park Row, New York, is rapidly being brought into shape. Among the organizers of the new bank are R. E. La Barre and Herbert Turrell, formerly connected with our industries and Edward Plaut, president of Lehn & Fink Products Co.

* * * *

Manhattan Soap Company, Inc., have moved to larger quarters in the Building Loan Building, 441 Lexington avenue, New York City. Cushman & Wakefield were the brokers.

Further expansion in Europe of the activities of Monsanto Chemical Works, St. Louis, is reflected in the purchase of the Sunderland Tar Distilling Works, formerly owned by Brotherton & Co., Limited, Leeds, England.

The additional property will be taken over by Graesser-Monsanto Chemical Works, Ltd., Monsanto's English subsidiary. The plant, which is located in the county of Durham, England, has an annual capacity of 60,000 tons of tar and will supply important raw materials to the English subsidiary.

"The acquisition of the Brotherton plant will greatly help to supply Monsanto's Ruabon works in North Wales with its requirements of crude tar acids," according to Edgar M. Queeny, President. "It secures for us a footing in the production of creosote, oil, pitch, naphthalene and pyridine, which are the other products of the Sunderland works."

The Sunderland works has an excellent tidewater location, and ships of 2,500 tons may load directly at the company's docks on the North Sea, from storage tanks, whose capacity exceed two million gallons.

Contract has been let to the Westlake Construction Co., of St. Louis and building has been started on an addition to the Monsanto fine chemical plant in St. Louis, which with equipment will cost in excess of \$100,000. This is part of Monsanto's one million dollar expansion program for 1929.

* * * *

Batzouroff & Co. is the new name adopted by the firm of Joseph Batzouroff & Fils, Sofia, Bulgaria. The business, which was established in 1845, will be continued under the same management and with the same personnel as heretofore and without change in its policies. Batzouroff & Co. are represented in the United States by George Lueders & Co., New York City.

D. Batzouroff, one of the partners in the company, who has been spending a month visiting the trade in this country, sailed for home on the *Roma*, December 12th. His comments on the rose situation, contained in a special bulletin, soon to be issued to the trade, are reported on page 619 of this issue.

* * * *

From Havana, in the midst of the early December ice and snow of New York and vicinity, there came an attractive card signed by Mr. and Mrs. Frank H. Wheaton. Mr. Wheaton, who is connected with T. C. Wheaton & Co., New York and Millville, N. J., wishes we were enjoying the balmy Cuban breezes with him. We wish so too!

* * * *

Dr. Maximilian Toch, vice-president of Toch Bros., New York City, was the winner of first prize in the 1929 Member Show and Competition of the Camera Club of New York. Dr. Toch's winning photograph, "Reflections," was reproduced in the rotogravure section of the *New York Times*, December 8.

* * * *

Magnus, Mabee & Reynard, Inc., New York, have advised us that their annual sales convention, usually a feature of the end of December will be held this year toward the end of January.

* * * *

For the ten months ended Oct. 31 Neet, Inc., reports net earnings of \$360,940, equivalent to \$6 a share on 60,000 Class A shares, as against \$174,698 in the whole of 1928.

British Can Co. is the name of a new container manufacturing company organized in Great Britain by the American Can Co., and the Thermokept Corporation. The new company is already in operation having acquired the business of Ernest Taylor, Ltd., of Liverpool. It plans to expand British can making operations materially, making containers for food, tobacco, toilet goods and other lines. The Liverpool plant will be considerably expanded and other plants erected or taken over from time to time.

The British Can Co. will have the exclusive right to buy and use the can making machinery of the American Can Co., in the British Isles, and also exclusive rights to the can closing machinery for packaging foods under vacuum, owned by Thermokept Corporation. Edgar W. Crammond, president of British Shareholders Trusts, Ltd., will be president and Sir John Ferguson, M.P. chairman of the board. Americans on the directorate will include Robert M. McMullen, chairman of Thermokept Corporation, H. W. Phelps, president and Harry Craver, vice-president of the American Can Co., and George K. Morrow, chairman of United Cigar Stores Corp., and Gold Dust Corp.

The new company will issue capital stock to the value of £536,000 of which 186,000 shares par £1 will be issued to the public in the form of redeemable 7½ per cent cumulative preferred stock.

* * * *

The Pepsodent Co., manufacturers of tooth paste, has leased two floors in the Colgate-Palmolive-Peet Co., skyscraper in Chicago which will be used for general office space, releasing a similar amount of space in the Chicago plant for expansion of manufacturing. Terms of the lease call for an annual rental of \$34,240.

* * * *

Francis T. Dodge, president of Dodge & Olcott Co., New York City, sailed on the *Augustus*, November 30, for a two months' business trip in Europe. Mr. Dodge will visit his company's connections in Italy and France, which include W. Sanderson & Sons, Messina, citrus oils; J. Mero & Boyreau, Grasse, natural floral products and Fabriques de Laire, Issy and Calais, synthetics.

* * * *

When archeologists broke the inner seal on the tomb where Queen Shub-ad, fairest of fair Sumerian ladies had reposed in peace since her funeral procession wended its way through the Valley of the Ur 5,000 years ago, they made one startling discovery.

Ranged neatly on a solid marble slab near the huge sarcophagus was revealed the secret of the Queen's charm—her vanity set. Solid gold rouge boxes and ivory powder containers stood as mute but convincing evidence that cosmetics, popularly supposed to be one of the treasures of modern woman, had flourished and were quite the thing in the days when Kings were Kings and Queens were numerous.

How much Queen Shub-ad knew at that early period about the subtle art of application must be left to conjecture. But on one point historians are agreed and that is that the Queen for a long time reigned as the popular favorite.

Like Cleopatra she was endowed with a natural beauty which she did not hesitate to improve upon from the small vials and containers that stood on her vanity dresser. In the language of the modern psychologist, she realized that "being beautiful is a matter of finding yourself and then making the most of the discovery."

James M. Bush, chairman of the board of W. J. Bush & Co., Ltd., London, sailed on the *Homeric*, November 29, after a visit of a month to America where his time was spent with W. J. Bush & Co., Inc., New York, and W. J. Bush & Co., Ltd. (Canada), considering plans for further expansion of the American and Canadian business.

* * * *

L. C. Green, who has been connected with the New York office of the Columbia Naval Stores Co. for a number of years, succeeds the late C. W. Dill as manager of this branch. Mr. Green's former place as assistant manager has been taken by N. W. Walker, who has been located at the New Orleans office of the company.

* * * *

Jacques Riedweg, of L. Givaudan et Cie., of Geneva, Lyons and Paris, who has been in this country since last April sailed for home on the *France* on December 14. Mr. Riedweg has been connected with L. Givaudan et Cie. for the past fifteen years, and has acquired his valuable store of knowledge through his experience as a perfumer and a salesman for that firm.



JACQUES RIEDWEG

This was his first visit to the United States, and he was very much impressed with the country and tireless in expressing his appreciation of the courtesies extended to him by the many friends whom it has been his pleasure to meet during his stay here. His mission in the United States was to visit the many customers of Givaudan-Delawanna, Inc., to explain the "Givaudan-Delawanna" line, and also to show a number of new creations.

Mr. Riedweg covered the trade in the United States very thoroughly, having made a trip from New York to San Francisco. During his residence in the United States, he has made a host of friends—not only in the perfume and toilet industry, but among the raw material houses as well.

On December 11th, Dr. Eric C. Kunz, executive manager of Givaudan-Delawanna, Inc., tendered him a farewell dinner at the Brevoort Hotel, attended by twenty-three members of the organization, who took the occasion to present a gift to Mr. Riedweg as a token of their deep regard.

* * * *

John Horn, label manufacturer, New York City, is prominently identified with the development of the West Side. In addition to being a director of the Clinton Trust Co. he is one of the trustees of The West Side Neighborhood Inc., of which James W. Gerard, former ambassador to Germany is president. This organization carries on civic welfare work for the community.

* * * *

Medi Creme, Inc., Baltimore, manufacturer of a medicated face cream, has appointed Campbell, Lowitz and Whitley, Inc., New York advertising agency, to direct its advertising account.

On the directorate of the new Underwriters Trust Company of New York, there appears the name of Percy C. Magnus, president of Magnus, Mabee & Reynard, Inc., essential oils.

* * * *

In April, 1922, R. H. Cromwell, president of the Glo-Co Co., Los Angeles, began the manufacture of toilet requisites and a liquid hair dressing. This hair dressing is now known by the name "Glo-Co." The formula used in its manufacture had been used by a druggist for many years in making for his customers a dressing for the hair and scalp that was beneficial to both and at the same time kept the hair neatly in place.

When Mr. Cromwell acquired this formula and began the manufacture of Glo-Co liquid hair dressing on a large scale he did not realize that style would have a tremendous influence on the sale of his product. The idea behind Glo-Co liquid hair dressing was to provide a tonic and a general conditioner of the scalp and hair in one single product. But style came along and said, "Men to be smart, up-to-date and well groomed must pay attention to the appearance of their hair." Glo-Co rode into prominence on this idea.

The Glo-Co Co. continued to sell and advertise its hair dressing as a staple and not as a fad product. It is sold through regular drug trade channels and by retail druggists and barber shops throughout the United States and in many foreign countries. The factory is located at 6511 McKinley avenue, Los Angeles. Mr. Cromwell's associates are H. S Walton, secretary and sales manager, and Maude C. Meiton, treasurer.

* * * *

Michael A. Ripp, Jr., secretary and sales manager of the American Perfumers' Laboratories, Inc., was married on October 26 to Miss Frances R. Williams, sister of Lieut. Al. Williams, famous U. S. Navy aviator. The ceremony took place in St. Bendens Church in New York. After a honeymoon on St. Simon Island off the Georgia Coast, Mr. and Mrs. Ripp are living at the Concourse Plaza Hotel, New York City.

Mrs. Ripp, a promising writer, is the daughter of Alderman and Mrs. Alford J. Williams. Her brother will be remembered as flyer of the Navy plane "Mercury," the U. S. entry in the Schneider cup race, held recently in England.

Mr. Ripp's connection with the cosmetic business started about four years ago with the American Perfumers' Laboratories, Inc. His business acumen and fine personality speedily brought him recognition and led to his present position as secretary and sales manager. In this capacity, a determination to discover the needs of the trade and supply them has been his major precept. For one in the business so short a time, Mr. Ripp has attained an unusually wide acquaintance among users of his company's products.

* * * *

We have received an announcement of the birth of a son on December 3 to Mr. and Mrs. F. A. Biederman of Chicago. Mr. Biederman is advertising manager of the Kimberly Clark Co.

Conti Soap Distributors, Inc., New York, has appointed the H. S. Howland Advertising Agency, Inc., New York, to direct the advertising of Conti Castile Soap and Conti Castile Soap Shampoo.

* * * *

H. R. Laist, representative of Ungerer & Co., New York City, on the Pacific Coast with offices located in San Francisco, was a New York visitor for about ten days early in December. Mr. Laist made his headquarters at the New York office of Ungerer & Co., conferring with W. G. Ungerer, president, and other officials of his principals.

He reports that trade conditions in the Far West and on the Coast have been quite good over the greater part of 1929 and that talk of mergers and reported mergers has been quite as prevalent there as in the East. After a brief trip to Philadelphia, he left for his

San Francisco headquarters, December 19.

Mr. Laist also represents S. B. Penick & Co., New York Quinine & Chemical Works, and Hammill & Gillespie, of New York, and J. N. Limbert & Co., of Philadelphia, in the San Francisco territory.

* * * *

The Orphos Company, Inc., New York, manufacturer of Orphos tooth paste, has placed its advertising account with the Wales Advertising Company, Inc., New York.

* * * *

Robert Hervey, in charge of promotion for Louis Dejongo & Co., New York, has returned from a ten weeks' business trip to the Pacific Coast and the South.

Mr. Hervey had an excellent opportunity to observe business conditions, and from his observations he is convinced that there is no basis for any feeling that business is not basically sound, and that the coming year will show commendable progress. One of the things he especially noticed was the tendency toward the adoption of quality products with price a secondary consideration. This wholesome point of view reflects in a measure the conclusions reached by a number of other leading business men, and is regarded as one of the inevitable effects of the long campaign that has been waged by manufacturers of supplies. "Now that the headache is over," said Mr. Hervey, "we can all go to work and make 1930 a banner year."

* * * *

Huntington Laboratories, Huntington, Ind., has purchased the business of the Eagle Soap Co., Chicago. It will be separately operated and will continue to manufacture soaps and specialties for dry cleaning. Other wholesale accounts now handled by Huntington Laboratories will also be transferred to the new unit.

* * * *

John H. Fulle, for many years associated with Truslow & Fulle, died December 2 at El Paso, Tex. Mr. Fulle was a brother of Charles A. Fulle, president of the White Metal Mfg. Co. He is survived by his widow and his brother.



MICHAEL A. RIPP, JR.

Some quaint little objects recently came under the hammer at Christie's famous auction rooms in London, when a collection of scent bottles formed by her Highness, Princess Paley, widow of the Grand Duke Paul of Russia, the late Czar's uncle, were disposed of. Perfume has always been the lover's gift, and most of these artistic little bottles, made of old Chelsea and Dresden china, were suitably sentimental in shape. Cupids, the doves of Venus, gaily tinted bouquets of tiny flowers, figures of the Graces—these were all appropriate and pretty enough to have been handled by the taperfingers of the eighteenth-century belles in powder and patches. The grotesque figures of monkeys, pugdogs, cats, and dwarfs were amusing items in the collection, and were probably the forerunners of modern comic mascots. But why should a lover have presented the lady of his heart with a perfume bottle in the form of a monk carrying a nun in a wheatsheaf?

This unusual sale aroused considerable interest, and many of the bottles offered have by now found their way to the toilet tables of Mayfair. The collection was offered in individual pieces, so that the general public had an opportunity of bidding for them. Apart from their sentimental interest and quaint prettiness, these 200-year-old perfume containers are in one way more practical than modern glass bottles, for they protect their contents from the light—a sure thief of light—and as such they will probably serve many a fortunate owner in the preservation of her essences.

* * * *

In the December 21st issue of *Collier's* is a lengthy article on scent in which the Matchabelli perfumes form the key note. A picture of Prince Matchabelli at work in his laboratory together with photographs of the new pyramid bottle container for his odors and the Matchabelli coronet illustrate the page.

Another article appearing in the December 15th issue of the magazine section of The New York *World* emphasizes the importance of odor in the merchandising of articles. Arthur D. Little Company, pioneers of this idea, claim that goods are more frequently trade-marked by odor than is generally appreciated, that today salesmanship is boosted by perfuming or at least disguising the disagreeable odor of everything from automobiles to shoe polish.

* * * *

Strasska Laboratories, manufacturers of tooth paste, with New York offices in the General Motors Building, announces that Henry D. Bloom, for many years well known in the toilet goods field, has been appointed Eastern sales manager of the organization. Mr. Bloom has been with the company since its reorganization early last spring. During the late summer he was appointed to his present position with headquarters in New York. He advises us that he is very much pleased with the progress of the company, and believes implicitly that their method of presenting their product to the public by means of newspaper ads and radio broadcasting is in a good measure responsible for their success. The main office of the company is located at 819 Santee street, Los Angeles, Calif.

* * * *

A. J. Krank Co., St. Paul, Minn., is offering \$300,000 6½ per cent serial gold debentures, series A, at 100 and interest dated October 1, 1929. This company, founded in 1883 by the late Alfred J. Krank, was recently taken over by W. O. Washburn, its present president, and is one of the most progressive toilet preparations, beauty and barber supply houses in the Northwest.

* * * *

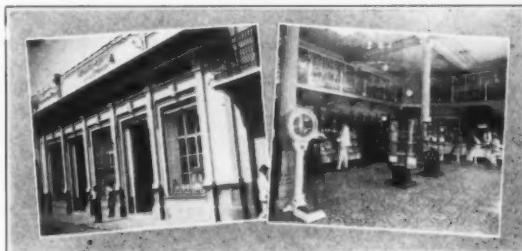
The Armstrong Cork Company declared a quarterly dividend of 50 cents, placing the stock on a \$2 annual basis, against \$1.50 previously paid, and an extra dividend of 37½ cents.

* * * *

The American Home Products Company declared a monthly dividend of 35 cents on common stock, placing it on a \$4.20 annual basis, against \$3.60 previously paid.

* * * *

We present herewith exterior and interior view of the new building of J. M. Castro y Cia., prominent drug and toilet goods house of San Salvador, El Salvador. As is evident from the photographs, this establishment would do credit to any North American city although it is located in one of the smallest of the Central American republics. J. M. Castro & Cia have been active in the importation of drugs and toilet goods in El Salvador for many years



EXTERIOR AND INTERIOR OF NEW BUILDING OF
J. M. CASTRO Y CIA.

and a large part of the distribution of American goods of this class in the republic is in their hands.

* * * *

More and more frequently does our industry and its many ramifications get into the public prints and more and more frequently are we presented in a not too unfavorable light. We cannot refrain from printing the following excellent, if slightly satirical, verses which appeared recently in "The Conning Tower" column of the New York *World*. If all of our friends could point out our failings in as pleasant a way as has Christopher Ward, we should doubtless progress much more rapidly toward perfection and have much more fun in the progress. But let Mr. Ward speak for himself:

The Ballad of Ye Olde Beauty Shoppe

I.

At Ye Old-e Beauty Shop-pe
I can take a face that's floppy
And rebuild it so its owner wouldn't know it.
Not at all.

With electrical vibration
And expert manipulation
I will fix it so that you'll be proud to show it
At a ball.

If you have a chin that's double,
I'll relieve you of your trouble.
I can make a dark complexion in a minute
White as chalk.
I can lift up fallen faces.
I can make them keep their places.
When they give a prize for beauty you will win it
In a walk.

*Come with me, come with me to Ye Old-e Beauty Shop-pe.
That's the place for your face when you find it's getting
floppy.*

*Just as sure as death and taxes
When a woman's face relaxes,
Then she ought to get it tightened up again.
So we'll have our faces lifted,
We will have our features shifted,
So we won't be unattractive to the men.*

II.

*At Ye Old-e Beauty Shop-pe
I can make a perfect copy
Of a Venus out of any female creature
You may know.*

*If she's fat, I'll make her slender.
If she's skinny, I'll extend her,
If she's pale, I'll paint her pink; if black, I'll bleach her
White as snow.*

*I can straighten Roman noses,
I can give her cheeks like roses.
If the process should be simple, I will spin it
Out with talk.*

*When I've finished operating.
She'll be simply devastating.
When they give a prize for beauty she will win it
In a walk.*

*Come with me, come with me to Ye Old-e Beauty Shop-pe.
Let us see, you and me, just how near a perfect copy
Of a Venus they will make us
So old age won't overtake us,
And we'll simply stop the clock at twenty-two.
There are women so courageous
They're content to look their ages—
But, believe me, they are very, very few.*

III.

*At Ye Old-e Beauty Shop-pe
You may enter looking sloppy.
Every facial imperfection I will bid for
At a price.*

*If it happen that your nose is
Reminiscent of old Moses,
Come around and let me show you what I did for
Fanny Brice.*

*I will twist each hair on wire
Till your head feels all on fire.
When you see the lovely wave that I'll put in it,
You won't balk.*

*Though the process makes you nervous,
You will thank me for the service.
When they give a prize for beauty you will win it
In a walk.*

*Come with me, come with me to Ye Old-e Beauty Shop-pe.
For you see it may be that we're looking rather sloppy.
It is every woman's duty
To preserve her girlish beauty,
And the ravages of time can all be cured.
So we'll buy some pills and potions,
Paints and powders, oils and lotions
That will keep us young forever, we're assured.*

CHRISTOPHER WARD.

Chicago Trade Notes

The annual banquet of the Chicago Perfumery, Soap and Extract Association was held on the evening of Wednesday, December 11th, in the grand ballroom of the Edgewater Beach Hotel. A gathering of three hundred and forty-five were grouped at thirty-five tables in gay and colorful parties. Among the firms that reserved tables were the following: Givaudan-Delawanna, Inc., Armstrong Cork Co., C. A. Seguin Co., Fritzsche Brothers Inc., Norda Essential Oil & Chemical Co. (duplicated at a second table, Neumann-Buslee & Wolfe, Inc., Owens-Illinois Glass Co., American Commercial Alcohol Corp., John Blocki, Inc., Dodge & Olcott Co., Harold E. Lancaster, Franco-American Hygienic Co., Geo. Silver Import Co., Walter H. Jelly & Co., Adam Bialecke, Orbis Products Trading Co., Inc., W. C. Ritchie & Co., Albert Verley Inc., and Rossville Commercial Alcohol Co.

The table decorations were unusually effective and included flowers and novelties not heretofore introduced. The entertainment features had been carefully selected and found a highly appreciative audience. The whole affair showed ample evidence of the tireless efforts of Harold E. Lancaster, Chairman of the Entertainment Committee, and his assistants. Besides the splendid efforts of Mr. Lancaster, who finished a highly commendable year of service, special praise is due J. W. Bicks of Carr-Lowery Glass Co., for the remarkably able and diplomatic manner in which he handled the guests at the door. The others who acted creditably as hosts and in other of the many arduous capacities were Frank T. Robinson, of Monsanto Chemical Works; George H. Woods, of Rossville Commercial Alcohol Co., and A. J. Dedrick, of Edward T. Beiser Co.

The fact that there is no more important social function in the midwest among the perfume, cosmetic, supply and allied trade dealers, has been attested many times, and each year the cordial, informal note that is immediately struck seems to possess greater warmth than that of the year before. The present occasion most certainly seemed to indicate that there is no other association of a similar nature in the country that functions more successfully in this respect.

An imposing tradition is gradually being built around these annual banquets and they now assume to the industry a significance that is ignored by none.

Perhaps the most outstanding feature of the occasion, and one in itself possessed of peculiar significance, was the souvenir package presented, at the close of the evening, to the ladies. This so far surpassed the gifts of previous years as to constitute a source of astonishment as well as delight to everyone present. The souvenirs filled bags of such extensive proportions that all the male escorts staggered out the door with bent shoulders looking like formally dressed gnomes, of the kind commonly to be seen in illustrations of Rip Van Winkle and Irish Fairy Tales. The cosmetic manufacturers and supply dealers who made these remarkable packages possible will be remembered gratefully for a very long time indeed.

The attractiveness of the assortment contained in each bag will be readily apparent from an examination of the following list of donors:

Full sized packages of cosmetics, soaps and other merchandise, attractively boxed, were presented by Americar Commercial Alcohol Corp.; The Western Company (Gainsborough and Dr. West products); Stone Medicine Co., (courtesy of Frank Z. Woods); Pharmaceutical Products,



CLARENCE A. SEGUIN



CHRIS. CHRISTENSEN



WILLIAM H. SCHUTTE

NEW OFFICERS OF CHICAGO PERFUMERY, SOAP AND EXTRACT ASSOCIATION.

Ltd., Furlager Mfg. Co.; American Can Co.; Marshall Field & Co.; Helfrich Laboratories; Jas. S. Kirk & Co.; Acme Compact Puff Co.; Princess Pat. Ltd.; Franco American Hygienic Co.; J. W. Marrow Mfg. Co.; Primrose Laboratories.; Wildroot Co., and Huntington Laboratories, Inc. Novelties and distinctive samples were also furnished by: Kleenex Company; Armstrong Cork Co.; Sem-pray Jovenay Co.; Stearnes' Soap Co.; Coty; Foley & Co.; Heiritt Bros.; Harriet Hubbard Ayer, Inc.; Owens-Illinois Glass Co.; Luxor Co.; Kimble Glass Co.; Richard Hudnut; John Blocki, Inc.; The Armand Company; Solon Palmer. A handsome combination package of perfume was produced by the co-operative contributions of the following firms: Carr-Lowery Glass Co.; E. N. Rowell Co. Inc.; Walker W. Wynekoop; Fritzsche Brothers, Inc.; bottle, box, label, and perfume oil having been supplied respectively. Hazel Atlas Glass Co. provided sets of mixing bowls, which were exceedingly popular.

* * * *

The Chicago Perfumery, Soap and Extract Association held its annual business meeting and election of officers at the Midland Club on Wednesday noon, December 4th. The meeting was one of the best attended of all the Fall assemblies, and showed the results of the closing administration's efforts, during the past year, to stimulate renewed interest among the members. According to the secretary's annual report the membership remains, numerically, the same as it was a year ago, but the average attendance at the semi-monthly meetings over a period of one year shows an increase of 72%.

As no opposition ticket was presented, the members offered on the nominating committee's regular ticket were elected unanimously. The officers chosen were as follows: president, Clarence A. Seguin, of C. A. Seguin Co.; vice-president, Chris Christensen, of Chas. Pfizer & Co., Inc.; secretary-treasurer, William H. Schutte, of P. R. Dreyer, Inc. The selection was exceedingly popular and the new officers received a generous ovation. That they will have the hearty cooperation of the members is beyond question.

Clarence A. Seguin, the new president, has been for the past ten years the sole owner and executive of C. A. Seguin Co. In 1919, upon the death of his father, one of the best loved men in the Chicago perfume industry, Mr. Seguin took over, reorganized and expanded the business then known as Seguin et Cie. Since that time he has carried on steadily and won the esteem and warm regard of many associates. It is felt that his wide acquaintance and past

familiarity with the association's interests will make his efforts in behalf of his fellow members very effective indeed. He will bring fresh energy to the task of extending still further the association's activities and services to its supporters. Mr. Seguin is also treasurer of the Acme Compact & Puff Co., a growing concern which was established in 1924.

Chris Christensen, the new vice-president, has been for a number of years an executive and Chicago representative of Chas. Pfizer & Co., Inc. He has always shown a lively interest in the Association's affairs and is exceedingly popular with the members. It is felt that he will ably second Mr. Seguin's constructive efforts.

William H. Schutte, who takes the office of secretary-treasurer, was one of the earliest association members and has served effectively in many capacities during past years. He carries the complete confidence of the members to his new important duties. Mr. Schutte has long been known in Chicago and the midwest as the local representative of P. R. Dreyer, Inc.

At the close of the meeting the members graciously accorded the retiring officers a rising vote of thanks for their productive efforts during the year. Those whom the new officers succeeded were, A. G. Schneider, president; Frank S. Dedrick, vice-president; and Frank H. Pettee, secretary-treasurer.

* * * *

The Annual Banquet of the Chicago Drug and Chemical Association has been scheduled for Thursday, December 19th. It will be held in the North Ballroom of the Stevens Hotel and seating will begin at 6:30 p. m., with service starting at 7 p. m. Although the affair is limited to members only, and is a stag, lavish preparations have been made and an exceedingly large and lively crowd is expected. Advance information as to the entertainment indicates that it will be novel and exciting. William O'Neill of Emerson Drug Co. is in charge of tickets and promises the attendance of nearly all the members. R. A. Whidden, general chairman of the entertainment committee, promises some highly agreeable surprises in the souvenir gift package. A full report of the affair will be included in our next issue.

* * * *

William H. Quade has been eminently successful in his new association with the Dealers' Sales Corporation, formerly known as the Koken Company, of St. Louis. Mr. Quade, before making his present connection, was perfumer for fifteen years for Imperial Crown Perfumery Co.

Merrell-Hellman, Inc., of St. Louis, report very favorable progress in the merchandising of the line of nail polishes, cuticle removers, etc., which was formerly marketed by the Rose Dust Company. H. S. Merrell, Jr., one of the heads of the new firm, was previously a member of the J. S. Merrell Drug Co., which became, six months ago, one of the McKesson & Robbins drug houses.

Pacific Coast Trade Notes

The Keen Waving Company on the Pacific Coast has found it necessary to open a Los Angeles office, due to increasing business. The new office is located at 542 S. Broadway, Los Angeles, in the Broadway Arcade Building. F. J. O'Connor, formerly with the Nestle Company, is in charge.

* * * *

The first annual convention of the new California State Association of Cosmetologists, was held at the Alexandria Hotel, Los Angeles, in November. The officers are Mrs. M. Pearl Newman, president; Mrs. Jessie E. Huntley, secretary-treasurer; Emma E. Schaufele, second vice-president; Mrs. Fern Wyne Rose, first vice-president; Mildred L. Haas, third vice-president. The members of the Board of Trustees are R. E. Winston, San Jose; Rose Rutherford, Stockton; Theresa Galligan, San Diego; Lenore Herman, San Francisco; A. E. Norman, Napa; Grace A. Burns, Fresno; Ruby M. Reed, Eureka; and Lola Farrington, Riverside.

* * * *

J. A. Lesoine of Marcus-Lesoine, Inc., 279 O'Farrel Street, San Francisco, has been away on an extensive trip through the entire eastern and middle-western territory, demonstrating the Ringlette hair waving machine. He was due in Los Angeles November 17th, and from there he will return to San Francisco.

* * * *

Jack Newmark, formerly with the Service Beauty Supply Company, has joined the Paris Hair Co. of Los Angeles, and is now in charge of the San Diego territory.

* * * *

Mrs. Emmy Bohres, having obtained instruction in beauty culture at the Paramount College, Inc., Los Angeles, has returned to Germany where she will put the ideas she has gathered, to good use.

* * * *

On November 1st, Kathleen Clifford Cosmetics, Ltd., opened a new beauty salon at 1346 Wilshire Boulevard, Beverly Hills, California.

* * * *

It may be interesting to note, that Clarence Saunders of the Piggly Wiggly Stores is planning to open 100 stores in and about Los Angeles during the coming year. Twenty-five stores will be opened on June 1st, and five will be opened each week subsequently. At the same time that this program is going forward, a smaller coastwise program will be entered upon with a view of establishing at least 500 stores on the Pacific Coast within the next two years.

* * * *

Nassour Brothers, 651 South Anderson Street, Los Angeles, were awarded a bid for Castile soap of considerable quantity. This soap is to be used at the Naval Ammunition Depot, Nevada.

* * * *

The Northwest Chemical & School Supply Co. of

Spokane, who have made soap products and school supplies for a number of years, recently made an assignment to the Spokane Merchants Association. Lack of sufficient volume was the cause of their failure. The assets have been purchased by C. P. Sudweeks & Co., who will continue the business somewhat along the same lines, but it is anticipated with a better hope of success.

* * * *

The Smith Products Co., who have been making soft soaps for a number of years at Anacortes, Washington, utilizing potash from kelp, recently went into the hands of a receiver. Machinery and equipment have been sold to a syndicate of which George Lamping of Seattle is the head and it is planned to revive the business at an early date.

* * * *

La Finné, manufacturer of toilet preparations, has completed alterations to its plant which practically doubled its capacity.



THOMAS M. FINNEY

The company is making plans for extending the distribution of its line, which is already very well known in the Far West, and is rapidly coming to the front in the Middle West.

Distribution has been secured as far east as Pittsburgh, Pa., and present plans are for extending it to the Eastern states in the near future.

The company was organized in 1926 by Thomas M. Finney. It maintains a branch in Montreal, Quebec, under the direction of William H. Finney.

Northwestern Trade Notes

The Benz Products Co., a well-known Milwaukee concern manufacturing soaps, etc., was incorporated recently with A. Benz, A. M. Zick and A. F. Benz as incorporators.

* * * *

The Lavo Co. had a display of soaps at the annual convention of the Wisconsin Cheesemakers' Association which was held at the Milwaukee Auditorium, Dec. 3-6.

* * * *

The Laufer Chemical Co., Milwaukee, has been incorporated and will deal in soaps and washing powders. Incorporators are J. Laufer, E. Laufer and D. J. Laufer.

* * * *

The Floralo Co., Madison, Wis., has increased its volume of business considerably during the past year and now produces 5,000 packages of perfume daily. The firm recently moved into new, larger quarters at Madison, according to B. R. L'Hommiedieu, president. It is concentrating on incense at the present time and has built up a large business along this line. Floralo will schedule a large advertising campaign during 1929 in both trade and general publications. In the new plant the firm expects to increase its sales volume considerably during the coming year.

In Memoriam for Departed Friends

ALLEN, EDWARD RANSOME, chairman of Stafford Allen & Sons, Ltd., London, England, December, 1916.

CALISHER, AARON B., of Oakley & Co., New York, December, 1917.

COBB, LESTER A., Strong, Cobb & Co., Cleveland, Ohio, December, 1926.

DALEISON, ALEXANDRE, broker in perfume raw materials, Grasse, France, December, 1928.

FRENCH, GEORGE JACKSON, president of the R. T. French Co., Rochester, N. Y., December, 1926.

FRITZSCHE, ERNEST T., senior member of Schimmel & Co., essential oils and chemicals, Leipzig, December, 1916.

HATHAWAY, WALTER T., purchasing agent for Colgate & Co., New York City, December, 1925.

HEWITT, ARCHIE, president and founder Hewitt Brothers Soap Co., Dayton, Ohio, December, 1924.

HOLMAN, ERNEST CHARLES, vice-president of the De-Lorme Holman Co. and ex-president, Chicago Perfumery, Soap and Extract Association, December, 1921.

HORNER, MAJOR JAMES BROWN, essential oils, New York, December, 1914.

KEMP, COL. HORACE G., of L. H. Kemp & Son, soap manufacturers, Cambridge, Mass., December, 1914.

PLough, MOSES, vice-president of Plough Chemical Co., Memphis, Tenn., December, 1926.

RAMSDELL, CLIFFORD, of Daggett & Ramsdell, New York City, December, 1911.

ROBINSON, FREDERICK A., soap manufacturer, Malden, Mass., December, 1907.

SÉVE ELISÉE, of Pilar Frères, Grasse, France, December, 1926.

SILVIN, LEON, president of Société des Papiers Keller-Dorian, Lyon, France, December, 1927.

TERRISSE, JULES, one of the founders of M. Naef & Co., aromatic synthetics, Geneva, Switzerland, December, 1916.

VAIL, ARAUNA M., senior member of Vail Bros., perfumery and toilet preparations, Philadelphia; at Atlantic City, December, 1924.

WILDEY, ANBROSE S., vice-president and general sales manager for Marinello Co., New York, December, 1924.

WRIGLEY, WILLIAM, of the Wrigley Manufacturing Co., soaps, Philadelphia, Pa., December, 1909.

Charles E. Marsh

Charles E. Marsh, retired soap manufacturer of Lynn, Mass., died in that city on December 4, at the age of 73. Mr. Marsh was born in Peabody, Mass., but at an early age moved to Lynn, where he was for many years connected with the George A. Marsh Co., soap manufacturers. Leaving that connection several years ago, he established the Good Will Soap Co., at Memorial Park, Mass., and conducted this business successfully up to the time of his retirement a few years ago.

Test Yourself

When things go wrong, do you keep your head?
Can you maintain discipline without exercising your evidence of authority?
Are you a successful peace-maker?
Are you patient in dealing with temperamental people?
Are subordinates at ease in your presence?—*Silent Partner.*

Price Lists, Circulars, Etc.

MCCORMICK & Co., Baltimore, Md., has prepared for distribution a map of the world in folder form. The map which is tastefully colored presents not only the various geographical divisions of the globe but shows in connection with each of them the principal products in the line of spices, flavors, etc., which are produced. Copies of this interesting map are available for schools and others.

* * * *

BATZOUROFF & Co., Sofia, Bulgaria, have sent us through their agents, GEORGE LUEDERS & Co., New York, an interesting booklet on Bulgarian otto of rose. D. Batzouroff, one of the partners of that house, who has been visiting here, in explaining the booklet, says that it has always been contrary to his policy to forecast the extent or price of the rose crop until production is at least half finished; first, because it is impossible to foresee the amount of roses or yield of the otto until distillation has begun. For instance, as occurred in 1927, the crop often looks very promising, but unfavorable weather during the early days of the crop not only reduces the quantity of roses available but also decreases the yield of the otto; and second, because the price of the flowers to the distillers is subject to competitive bidding up to the beginning of picking, and cannot be predetermined, for the reasons explained in this booklet.

Mr. Batzouroff expressed the hope that more American consumers and buyers of otto of rose would visit Bulgaria in the future in order that the trade here might become better acquainted with the Bulgarian methods of producing this important product. He was especially gratified that one important essential oil house had sent a representative to his country during last year's crop, and hopes that other houses will follow this example.

Salient features of the booklet follow:

"In Spring, it was not a rash prophecy to assert that the rose crop for this year was going to develop under the most favorable auspices.

"As a matter of fact, mere view of the magnificent state of the plantations in March, justified the best hopes, despite pessimistic prognostics which were to be heard during the Winter months, against which we did not cease to put our clients on their guard, in due course.

"In the Balkans as also in the remainder of the European continent, Winter had been extremely hard, but that fact has merely led to a proof, in an unquestionable manner, that during its Winter sleep, the rose-tree has nothing to fear from cold. On the other hand, influence of tardy frosts in April, is far more dangerous; those frosts abruptly stop propulsion of life-restoring sap in the cells and irremediably destroy all precocious vegetation.

"As the whole of the Valley of Roses enjoyed an exceptional Spring season, there was nothing to prevent a normal development of plantations up to the harvest.

"Thus, in spite of the few days of drought which occurred during course of distillation, causing part of the flowers to perish and decreasing average yield of manufacture, the campaign nevertheless ended with a production of otto of rose of 1,896 Kgs. against 1,246 Kgs. for 1928, i. e. with an increase of almost 40 per cent. To that new, more abundant production, was added an appreciable stock from the 1928 crop, which consumption had not been able to take up entirely, since its needs had been cramped by the constant rise in rates.

"Under those conditions, it seemed quite natural that direction of production towards an appreciable improvement,

would necessarily lead to a relief in the flower market in June, 1929.

"As it happens, just the contrary took place, the last crop has reached prices hitherto unknown in Bulgaria, exceeding the rate of last year by more than 50 per cent.

"In former days, the peasant cultivator himself distilled the crop from his fields; the otto of rose thus obtained could be kept for an indefinite period and supplied the world's market according to its needs.

"Thus the law of offer and demand unfailingly governed rates for otto of rose.

"Today, almost four-fifths of the total crop is sold to distillers at a price established by the highest bidder during the crop, prices becoming automatically compulsory for all purchasers.

"This state of things affords sufficient explanation as to the regulating role which henceforth devolves upon the Bulgarian distiller, which role could nevertheless, be operated usefully provided the distiller himself assumed entire responsibility for every error made in appreciation, either of the subsequent importance of the crop or of the general conditions of the market in otto.

"Therein lies the only real safeguard, for both the well understood interests of cultivators and the legitimate cares of consumers.

"Although we have entire confidence in the absolute return to a normal state of things, as soon as the first abundant crop appears, nevertheless, our friends and clients will readily understand how pretentious it would have been to risk making prognostics, at present, as to what the near future holds in store for us, amidst circumstances where logic is tabooed."

* * * *

GLYCO PRODUCTS CO., INC., Brooklyn, N. Y., has issued a very interesting circular announcing "Lemenone," described as a "New low-priced odorous and flavoring material." Regarding this new product, the company says:

"Lemenone is a colorless, thin oil soluble in alcohol and most organic solvents. It is an excellent solvent for gums, resins, waxes, fats, oils, etc. Most of it distills around 180° C. Possesses a characteristic lemon-lime odor and taste. It possesses marked preservative properties.

"Uses: In extending true oils of lemon, lime, orange, bergamot, etc. As a base in compounding imitation oils of the above type. In this way it is valuable in flavoring extracts, syrups, beverages, candies, jellies, drug and miscellaneous food products.

"Technically it is used in soaps, glues, polishes, disinfectants, deodorants, insecticides, toilet preparations, etc., to replace lemon-grass, sassafrass, citronella, methyl salicylate (oil of wintergreen) and citrus oils. In this case it is used to cover up unpleasant odors—impart its own agreeable odor and because of its preservative properties.

"At its low price you can now give a pleasing odor to technical products at a very small cost.

"Lemenone contains no alcohol or diluents and therefore is 100 per cent active."

* * * *

GABILLA, PARIS, has sent us a most attractive catalogue of perfumes and toilet preparations. The booklet comprising 32 pages and cover and including eight beautiful color plates, lists the various products of the company describing the packages and in many instances illustrating them in full color. Featured is the latest creation of the company in the line of perfume which is being sold under the name of "Hossegor."

NEW INCORPORATIONS

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Nalgirri, Borough of Manhattan, N. Y., cosmetics, 200 shares of common stock. Gray & Gottlieb, 225 Broadway, New York, N. Y.

Beverage Sales, Borough of Manhattan, N. Y., 200 shares of common stock. M. Strunsky, 280 Madison ave., New York, N. Y.

Universal Perfume Corp., New York, N. Y., perfumes, toilet articles, 100,000 shares of common stock. Prentice Hall, Inc., of Delaware.

Tinalium Chemical Corp., Wilmington, Del., drugs, medicines, \$3,000,000 and 1,000,000 shares of common stock. Delaware Registration Trust Company.

Jarvaise Sales Corp., Wilmington, Del., toilet articles, 2,000 shares of common stock. Corp. Service Co.

The Lady Andres Products Corp., Wilmington, Del., toilet articles, supplies, \$25,000. Corporation Service Company.

Forhan Co., Borough of Manhattan, N. Y., chemicals, \$100,000. Dawes, Abbott & Littlefield, 120 Broadway, New York, N. Y.

Heinrich Chemical Co., Wilmington, Del., toilet articles, 2,000 shares of common stock. Corp. Service Co.

Beauty Products Company, Inc., Gary, Ind., manufacture, buy, sell, deal in cosmetics, face creams, toilet waters and face powder, 250 shares of no par value. Incorporators: Ela Singer, Sam H. Singer and Florence M. Singer.

Ritz Chemical Co., Borough of Manhattan, N. Y., toilet articles, 200 shares of common stock. H. S. Drezner, 83 Maiden Lane, New York, N. Y.

Egyptian Products Co., Newark, N. J., drugs, \$50,000. Louis Bondy, Newark, N. J.

Hartford Cosmetics, Inc., Hartford, Conn., capital stock \$100,000; commence business with \$5,000. Incorporators: P. H. Reilly, New Haven, P. R. Wright, West Hartford; Leo Barbaro, West Haven, Conn.

Dr. Langer Laboratories, Borough of Manhattan, N. Y., toilet articles, \$10,000. V. Gilroy, 38 Park Place, New York, N. Y.

B. T. Babbitt, Inc., New York City, soaps, oils, fats, chemicals, \$10,000. Prentice Hall, Inc., of Delaware. A Delaware Corporation.

Business Record

Philip Epstein, 30 Irving Place; drug sundries. Liabilities, \$7,071; assets, none.

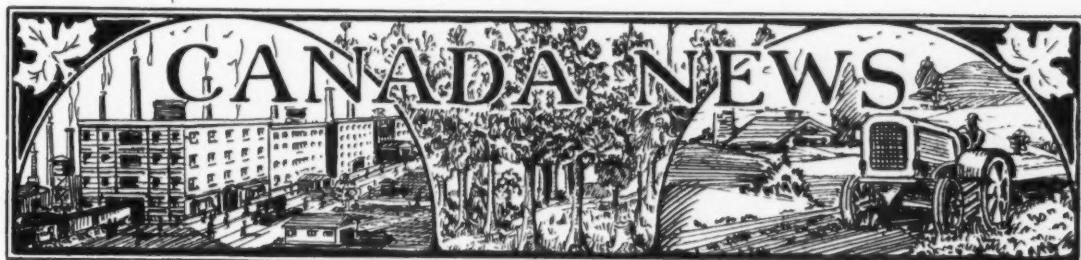
Jacob Tismon, 218 Foster avenue, Brooklyn, N. Y., druggist. Liabilities about \$13,000; assets, about \$6,000. Judge Inch has appointed Horace G. Pender receiver in bond of \$1,000.

George L. Romano, 2886 Fulton street, Brooklyn, N. Y., retail druggist, has made an assignment to Kalman Ress, 66 Court street, Brooklyn, N. Y.

Samuel Hertz, 101 West 37th street, New York, N. Y., druggist. Liabilities, \$24,441; assets, \$3,351.

Samuel I. Abramson, 2525 Eighth avenue, New York, has assigned to Sol A. Herzog.

Nassau Pharmacy, 98 Nassau street, New York, N. Y., by Houbigant, Inc., for \$500; Cheramy, Inc., \$100; Samuel H. Ellmann, \$100. The members of the firm are Max M. Rosenberg and Irving J. Kahn.



Montreal

Business is still good. Despite the money that a lot of people say they have lost, the perfumery trade is running along as merrily as ever, as are also the toilet goods and allied trades. At this writing, although Christmas shopping has not started in deadly earnest yet, there is a lot of preliminary buying already going on, by those careful souls who remember to do their shopping early and avoid the crush. It is a little more active than usual for this time of the year, which some authorities here believe to be due to the fact that more people than usual find it necessary to restrict their Christmas budget this year, and are getting out ahead of time to do their buying before the rush in the hope of getting their supplies cheaper.

* * * *

A noteworthy new avenue of sales for perfumery products has come into the Montreal arena, in the shape of W. C. Kennedy's Temple of Beauty, 1194 St. Catherine street west. This is a newly opened Montreal branch of a business which has half a dozen or more branches in Toronto.

* * * *

T. H. Wardleworth, prominent member of the National Drug and Chemical Company, Ltd., was one of a group of outstanding Montreal chemists which recently visited Shawinigan Falls as guests of Shawinigan Chemicals, Ltd.

* * * *

Bernard Collit, of Rose and Laflamme, was also among the party. H. S. Reid, the head of the chemical plant in Shawinigan Falls showed them round the plant.

* * * *

N. C. Polson, of the manufacturing chemical company of that name in Montreal, was one of the guests of honor at the jubilee dinner of the Province of Quebec Society of Chartered Accountants, held in honor of their 50th anniversary.

* * * *

Although Canadian Industrial Alcohol, in their annual report recently issued, showed a drop of a million dollars in net profits for the year, as compared with the previous year, it is generally understood that the bulk of that reduction in profit resulted from the trend of business in potable alcohols. As far as industrial alcohol is concerned, and particularly the perfumers' end of the business, there has been no falling off in business that would cause the distillers to fall down on their profits.

Despite the lower profits, the company was still able to pay all regular dividends and declare a surplus of \$412,841 to add to previous P. and L. balance, bringing total surplus to \$3,391,521.

Toronto

The officers elected at the recent meeting of the Ontario College of Pharmacy, Toronto, as follows:—T. J. Brown, Milton, president; C. P. Player, Toronto, vice-president; Messrs. McLean, Hoag and McFarlane, Committee on Education; Messrs. Wigle, Johnstone and Corbett, Committee on Legislation; Messrs. Playter, Roraback and Lemon, Committee on Infringements; Messrs. Lynch, Fielding and Smith, Committee on Finance and Property. F. A. Lemon, St. Thomas, was appointed to represent the late E. A. Rea in District No. 11.

* * * *

The Hamilton, Ont., retail druggists have formed themselves into an organization with Geo. Wood as president; Basil Furry, vice-president; and Chas. McGregor, secretary-treasurer. Various committees were also appointed with the following chairmen:—Sports, W. A. Crerar; Entertainment, V. E. Christelaw; Sick, Geo. Wodehouse; Advertising, J. H. Thompson, C. McBride and W. J. Best; Attendance, J. L. McPhail; Auditors, E. B. Malley and U. L. Campbell.

* * * *

Druggists of Vancouver, North Vancouver, Burnaby, New Westminster and other nearby British Columbia points, staged a bridge-dance under the auspices of the Druggists' Social Club of Vancouver at the Pavilion in Stanley Park last month, and it was a great success. Among the entertaining features of the evening was a moving-picture film showing sights at the convention of the Canadian Pharmaceutical Association Convention held at the Coast last August. C. N. Wood, a Vancouver druggist, was presented with the Stevens Challenge Cup as a token of his prowess on the golf links.

* * * *

W. S. Dunlop of Dunlop's Drug Depot, Winnipeg, Man., has returned from a purchasing tour of the United States centres.

* * * *

J. D. Macneil, Winnipeg manager for the Toronto Pharmacal Co., has been visiting the head office of his company at Toronto.

* * * *

The unusually dry autumn in Western Canada has provoked big sales of water-softening powders, say advices from Regina, Sask. Bath salts have sold enormously.

* * * *

Toronto College of Pharmacy football team turned the tables on Knox College for the defeat of last year by trimming the latter 30 to 0, one day last month. The '31 Class of Ontario College of Pharmacy will hold its annual dance in Toronto at an early date. A bowling league has been formed among the students for the winter season.

The statement of A. E. Phipps, Toronto, president of the Canadian Bankers Association, to the effect that business conditions in Canada generally are sound despite some factors that have disturbed the tenor of trade in recent weeks, notably the dropping in the stock market, is being received with satisfaction by all merchants of the country.

* * * *

During the recent visit to Toronto of Helena Rubinstein that lady gave an interview to the Toronto *Star* in which she said that although women in America generally eat too much, yet they are becoming more beautiful every day. "Care of the complexion has become as much a duty as care of clothes," said Mme. Rubinstein.

* * * *

Harry S. Garlick, manager of Canadian Boncilla laboratories, Toronto, has returned from a business trip through Western Canada.

* * * *

Lloyd Smitheram, a local druggist, won first prize for a window display of Larvex. The prize was a \$510 radio set.

* * * *

The Drug Bowling League has begun another season, with United Drug Co. winning all three first games from Richards Glass Co., Autostrop-Lyman combination and Drug Trading Co. Toronto Pharmacal Co. is in second place, with Lymans and Hudnutes following.

* * * *

Jim McKnight of Geo. Lueders & Co., New York City, spent the last few days in Toronto wishing his customers A Merry Christmas.

* * * *

David Ansehl has acquired premises in Toronto, and will call on drug and department stores with the well-known line of Ansehl toilet preparations.

* * * *

The Barber and Beauty Parlor Supply Manufacturers of Toronto District met at the Victoria Hotel, Toronto, on Monday, Dec. 2. At the meeting, it was decided that a Credit Bureau should be formed, and an invitation extended to the other manufacturers and dealers in these lines. They will hold another meeting in the near future.

* * * *

Georges Klotz, one of the proprietors of Parfumerie Ed. Pinaud, Paris, visited the Toronto branch recently.

* * * *

McGillivray Bros., who are the Canadian managing and selling agents for Yardley & Co., announce a new building at the corner of Fleet & York streets, Toronto. They expect that the building will be ready for occupation at an early date. Yardley's are now represented by distributing warehouses and showrooms in Paris, New York, Sydney and Toronto. There is also a Yardley factory at Union City, N. J., and showrooms at 452 Fifth avenue, New York.

* * * *

Jones Bros. of Canada, Ltd., announce details of new financing through their bankers. They are offering the public \$350,000 six and a half per cent stock at par. The money is being used to enlarge their factory and business premises.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents' and trade-marks protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 81 Fulton St., New York City.

TRADE MARKS REGISTERED

"Veltene." Detergent creams and soaps. Guido Mazzetti, N. 5 Via Montecatini, Rome, Italy.

"Shepp's." Extracts. Ross Frederick Sheppard, Edward Andrew Sheppard and Frederick Ernest Sheppard, carrying on business as Crone's Coating Company of Canada, Toronto, Ontario.

"Arzen" embodied in crescent device. Toilet preparations. Arzen Laboratories, Inc., Clinton, Ia.

"Elida." Perfumeries, soap and cosmetical preparations. George Schicht A. G., 34 Dresdnerstr., Aussig, Czechoslovakia.

"Charvet." Toilet preparations. Etablissements Paul Olmer & Cie (Societe Anonyme) 159 rue Montmartre, Paris, France.

"Vanilloise." Odoriferous substances and essential oils. I. G. Farbenindustrie Aktiengesellschaft, Frankfurt a.m., and Berlin, S. O. 36, Germany.

"Paul Olmer." Toilet preparations. Etablissements Paul Olmer & Cie (Societe Anonyme), 159, rue Montmartre, Paris, France.

"Ce Soir ou Jamais" which means "Tonight or Never" enclosed in a circle. Perfume and other toilet goods. David & Blum, New York City.

"Martha Washington" written in script, and a portrait of Martha Washington in an oval frame, positioned between the names "Martha" and "Washington." Toilet preparations. Harry D. Kownig, trading as Harry D. Knoenig & Co., City and State of New York.

"Glymiel." Perfumery and toilet articles. Sangers, Ltd., London, England.

Representation of a cap, consisting of a serpentine line of general circular form appearing on the top portion of the cap. Sheet metal caps for bottles and jars. Empire Metal Cap Co., Brooklyn, N. Y.

"Thayer's Cream of Creams," the word: "Thayer's" being above the words: "Cream of Creams" and the word "of" being in smaller letters. Toilet preparations. Thayer Pharmacal Co., Chicago, Ill.

"Oxiton." Tooth paste, mouth wash, and gargle. William R. Messer, Boston, Mass.

"Evara." Cosmetics. Yvette Co., a corporation of the State of New Jersey, of the Borough of Manhattan, City and State of New York.

PATENTS GRANTED

294,616.—Collapsible Container. Herbert Thomas Girdlestone, London, W. 1, and James Rest, Brixton Hill, London, S. W. co-inventors, both in England.

294,944.—Manufacture of Soap. I. G. Farbenindustrie Aktiengesellschaft, assignee of August Ruppert, both of Frankfurt a Main, Germany.

295,090.—Vanity Case. David H. Zell, Brooklyn, N. Y.

The Last Jibe

Over in Scotland an epitaph reads: "Lord, she was thin."

The epitaph etcher explains that the stone was narrow and did not leave room for that final—e.—*Silent Partner*.

Patent and Trade Mark Department

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 81 Fulton St., New York City.

Note—Dates given in Trade Mark Registrations are those from which use of the mark is claimed.

TRADE MARK REGISTRATIONS APPLIED FOR (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade-Mark Department be consulted relative to the possibility of an opposition proceeding.

262,622.—The Newport Co., Carrollville, Wis. (Sept., 1916.)—Isopropyl alcohol.

262,623.—The Newport Co., Carrollville, Wis. (Aug., 1924.)—Pine oil and isopropyl alcohol.

269,602.—Phillips-Lewis Co., Inc., Richmond, Va. (Oct. 16, 1912.)—Food-flavoring extracts.

270,643.—The Newport Co., Carrollville, Wis. (Sept., 1916.)—Rosin.

270,645.—The Newport Co., Carrollville, Wis. (Aug., 1924.)—Rosin.

273,332.—Thayer & Chandler, Chicago, Ill. (May 10, 1928.)—Toilet preparations and perfume.

275,878.—Philip H. Warshaw, Inc., Brooklyn, N. Y. (Oct., 1927.)—Hair tonic.

276,391.—X-It Laboratories, Inc., New York, N. Y. (Oct. 15, 1928.)—Tooth paste.

276,936.—Florian, Inc., Detroit, Mich. (Nov. 27, 1928.)—Preparation for treating the hair.

277,695.—Cristalleries De Choisy le Roi et de Lyon, Choisy-le-Roi, France. (June 2, 1913.)—Perfume flasks.

277,713.—N. V. Potash Export Maatschappij, New York, N. Y. and Amsterdam, Netherlands. (June 27, 1928.)—Potash for general use.

279,648.—Philip C. Faribault, doing business as Chemite Products Co., Brooklyn, N. Y. (Jan. 25, 1929.)—Washing powders.

280,170.—Florasynth Laboratories, Inc., New York, N. Y. (1916.)—Aromatic chemical solvents for essential oils including esters, ethers, aldehydes, and ketones used individually and in combination with each other for the manufacture of food-flavoring extracts.

280,980.—Arlette, Inc., Louisville, Ky. (Nov. 15, 1928.)—Solution for use in waving hair.

281,556.—C. W. Gillin, Los Angeles, Calif., assignor to Hollywood Beauty Laboratories, Inc., Los Angeles, Calif. (Dec. 21, 1928.)—Toilet preparations.

281,557.—Elton R. Graham, doing business as Graham Chemical Co., Detroit, Mich. (Mar. 23, 1929.)—Skin ointment.

283,116.—The Gusher Inc., Portland, Oreg. (Apr. 1, 1929.)—Flavoring powder for use as an ingredient of soft drinks.

283,271.—Florian, Inc., Detroit, Mich. (Nov. 7, 1928.)—Shaving cream.

285,400.—Wernet Dental Mfg. Co., Inc., New York, N. Y. (May 16, 1929.)—Preparation for cleansing of artificial teeth.

285,475.—Samuel Herbstman, doing business as S. H. Products Co., Brooklyn, N. Y. (June 7, 1929.)—Shampoo. 285,799.—Warin & Cie, doing business as Parfumerie Ninon, Paris, France. Under 10-year proviso. (Jan. 1, 1869.)—Dentifrices in powder, paste, cake, and liquid form; perfume extracts, toilet waters, and hair tonics.

286,020.—Moses A. Brin, doing business as Cupid's Laboratories Studio, Chicago, Ill. (June 17, 1929.)—Bath powder.

286,193.—Jacob S. Polefsky, New York, N. Y. (June 1, 1929.)—Extracts.

286,670.—Vogt Processes, Inc., Louisville, Ky. (June 14, 1929.)—Machine for processing of soap stock for making bar soap.

286,734.—Jose Barreira, Madrid, Spain. (Oct. 19, 1925.)—Brilliantines.

286,735.—Jose Barreira, Madrid, Spain. (Oct. 13, 1914.)—Brilliantines.

286,940.—Karlsruher Parfumerie & Toiletteseifen-Fabrik F. Wolff & Sohn G. M. B. H., Karlsruhe, Germany. (Dec., 1908.)—Toilet soap.

287,197.—Nesbitt Fruit Products, Inc., Los Angeles, Calif. (Feb. 22, 1927.)—Extracts and fruit extracts.

287,450.—Cie Dubruc Products Co., Ltd., Chicoutimi, Quebec, Canada. (July 28, 1928.)—Chemical preparations suitable for increasing the growth of the hair, preserving its natural color, and preventing dandruff and itchiness.

287,601.—Societe Anonyme Jean Patou, Paris, France. (Mar. 23, 1928.)—Perfumes, toilet waters, face powders, talcum powders, face creams, rouges, lip sticks, brilliantine, bath salts, and sachets.

287,744.—I. G. Farbenindustrie Aktiengesellschaft, Frankfurt-on-the-Main, Germany. (Mar., 1929.)—Perfumes and essential oils.

287,860.—Charles Saw, Philadelphia, Pa. (June 1, 1920.)—Flavors.

288,269.—Blue Seal Extract Co., Cambridge, Mass. (Aug. 1, 1928.)—Extracts.

288,294.—William F. Wengenroth, doing business as Naboc Co., New York, N. Y. (July 10, 1929.)—Tooth powder.

288,372.—Benjamin T. Gale, doing business as Mary T. Goldman Co., St. Paul, Minn., assignor to Monroe Chemical Co., Quincy, Ill., a corporation of Maryland. (Mar. 1, 1901.)—Hair dyes, hair color restorers, and hair tonics and shampoos.

288,459.—Joseph Elmer Bryant, Los Angeles, Calif. (June 1, 1929.)—Preparation for use in the treatment of the hair and scalp.

288,472.—James S. Gleghorn, doing business as The Demilo Co., Detroit, Mich. (Sept. 12, 1918.)—Skin cosmetic having characteristics of a powdered mixture with a milk base moistened for application to the skin and removable by a liquid, for instance, water.

288,529.—Weinberger Drug Stores, Inc., Cleveland, Ohio. (June 26, 1929.)—Lemon cream, cold cream, foot powder, skin salve, vanishing cream.

288,599.—William G. Krause, doing business as Mastro-L Laboratories, Detroit, Mich. (Aug. 1, 1928.)—Permanent-wave lotion.

TRADE MARKS

DRYFORM

M 264.262

RAPID SHAVE

M 264.794

**LE SIEN**

287.601

Vanilloise

287.744

NABOC

288.294

SUNNY DOT

288.296

Superior Laboratories

288.519

MOON NIGHT

289.625

SULFODERM

289.932

SANETTES

290.272

SUNSET

290.711

FAULTLESS

M 264.295

**TRI-O-CIDE**

285.475

**SEE-SAW**

287.860

MILK MASK

288.472

**Filenes**

289.729

Hope-loving

290.295

**PHILIPS**

290.320

COSGROVES

ORIGINAL

HAIR RESTORER

M 264.636

**LUBIN**

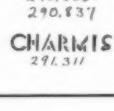
288.752

**CHARM BOX**

289.166

**CULTURISTE**

289.508

**CHARMIS**

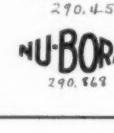
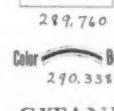
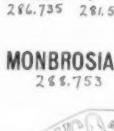
291.311

HOME SPUN

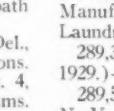
M 264.636

Charlene

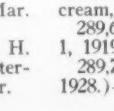
273.332

**GITANE**

290.454

**NU-BORA**

290.863

**HEMATOL**

290.565

**Charlene**

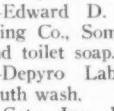
273.332

SALVINOL

280.170

**MSJ**

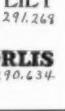
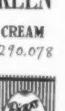
291.564

**ORLIS**

290.634

BOST

M 264.631



288.752.—Lubin Perfumery Corporation, Wilmington, Del., and New York, N. Y. Under 10-year proviso. (Oct., 1873.)—Perfume, toilet water, face powder, talcum powder, sachet, rouge, face cream, lotion for the skin and hair bath salts, brilliantine, dentifrices.

288.753.—Lubin Perfumery Corporation, Wilmington, Del., and New York, N. Y. (Oct., 1925.)—Toilet preparations.

288.758.—Lester H. Miles, Los Angeles, Calif. (Aug. 4, 1929.)—Reducing, bleaching, cleaning and softening creams.

289.026.—Isabey-Paris, Inc., New York, N. Y. (Aug. 1, 1929.)—Rouge and powder compacts.

289.166.—Jean Stuart Cosmetics, Inc., New Haven, Conn. (July 1, 1928.)—Toilet preparations.

289.109.—Gotham Tissue Corp., New York, N. Y. (Mar. 1, 1926.)—Paper facial tissues.

289.227.—Walter L. Colquitt, doing business as H. H. Toiletries Co., Baltimore, Md. (Aug. 29, 1929.)—After-shaving cream, lotion, massage cream and toilet powder.

289.248.—Plexo Preparations, Inc., New York, N. Y. (Aug. 28, 1929.)—Toilet preparations.

289.335.—Edward D. Caples, doing business as Bluo Manufacturing Co., Somerville, Mass. (Aug. 26, 1929.)—Laundry and toilet soap.

289.342.—Depyro Laboratories, Portland, Me. (May, 1929.)—Mouth wash.

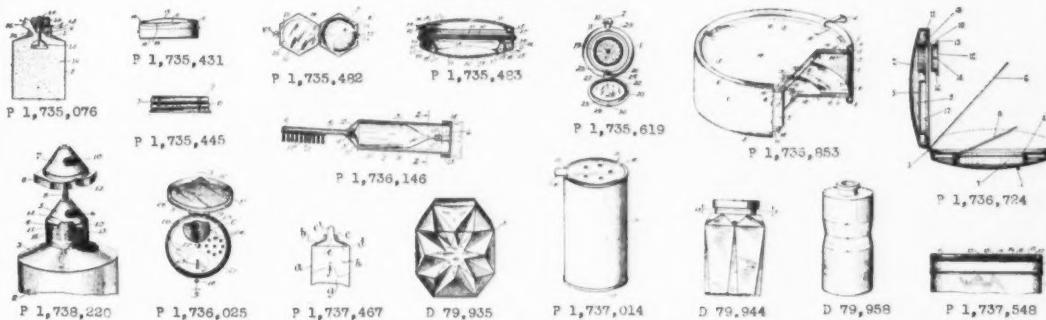
289.508.—Coty, Inc., Wilmington, Del., and New York, N. Y. (Aug. 8, 1929.)—Soaps.

289.509.—Coty, Inc., Wilmington, Del., and New York, N. Y. (Aug. 8, 1929.)—Cleansing cream, liquid tonic for the skin, tissue cream, astringent lotion, toilet water, beauty cream, skin and hand lotion.

289.625.—Gotham Tissue Corp., New York, N. Y. (Feb. 1, 1919.)—Paper facial tissues.

289.729.—Wm. Filene's Sons Co., Boston, Mass. (Jan. 1, 1928.)—Perfumes, face creams, face powders, rouge, lip-

PATENTS



sticks, tooth pastes, face lotions, talcs, bath salts, dusting powders, foot preparations and hair preparations.

289,746.—International Perfume Co., Inc., New York, N. Y. (May, 1928).—Compact powder and rouge sold separately or put up in vanity cases and as refills for vanity cases.

289,760.—Fred Lee Ray, St. Charles, Mo. (Aug. 26, 1929).—Pharmaceutical preparation prepared and sold as an oil for treating the hair.

289,796.—Ferd. Muhens, Inc., New York, N. Y. (Sept. 6, 1929).—Toilet preparations.

289,816.—Joseph H. Brimeyer, Minneapolis, Minn. (Mar. 15, 1929).—Face powder, face cream, hair lotion, perfume and nail polish.

289,865.—The Armand Co., Inc., Des Moines, Ia. (Sept. 7, 1929).—Deodorant powder.

289,872.—The Burts Co., Inc., Newark, N. J. (July 6, 1929).—Vanity cases.

289,932.—Heyden Chemical Corp., New York, N. Y. (Sept. 1, 1929).—Cosmetics, toilet and dermatological preparations.

290,008.—Campbell-Washburn Chemical Co., New York, N. Y. (Sept. 6, 1929).—Composition for removing stains from the skin.

290,078.—William J. Mosner, doing business as Wm. J. Mosner Co., St. Louis, Mo. (Sept. 1, 1929).—Cream for use as a depilatory for the removal of superfluous hair from the human body.

290,271.—Riggs Medicated Tooth Powder Co., Orlando, Fla. (May 1, 1921).—Tooth powder.

290,272.—San-Nap-Pak Mig. Co., Inc., New York, N. Y. (Mar. 1, 1929).—Cold cream remover made in the form of paper napkins.

290,295.—L. Bamberger & Co., Newark, N. J. (July, 1924).—Perfume bottles and boxes.

290,299.—L. Bamberger & Co., Newark, N. J. (July, 1924).—Toilet preparations and cosmetics.

290,320.—Hildur Phillips, doing business as Mme. Philippe, New York, N. Y. (Sept. 10, 1929).—Cold cream.

290,338.—Frank A. Cameron, Salt Lake City, Utah. (Mar., 1929).—Hair-color restorer.

290,454.—Coty, Inc., Wilmington, Del., and New York, N. Y. (Sept. 2, 1929).—Lip sticks.

290,579.—Littlejim Laboratories, Inc., Bluefield, W. Va. (July 1, 1929).—Cleaning preparation in liquid, paste, and soap form.

290,585.—McKesson & Robbins, Inc., Bridgeport, Conn. (July 18, 1929).—Mouth wash.

290,634.—Walgreen Co., doing business as Valentine Laboratories, Inc., Chicago, Ill. (Sept. 11, 1929).—Mouth-wash preparation.

290,711.—Los Angeles Soap Co., Los Angeles, Calif. (Oct. 2, 1901).—Soap.

290,836.—Hoyt's Brothers, Inc., Newark, N. J. (Feb. 16, 1924).—Food-flavoring extracts.

290,837.—Hoyt's Brothers, Inc., Newark, N. J. (Feb. 16, 1924).—Toilet preparations.

290,868.—Ar-Co Products, Inc., Brooklyn, N. Y. (June

3, 1929).—Mouth wash and breath deodorant, particularly applicable for Vincent's Angina (Trench Mouth), bleeding spongy gums, and other oral diseases.

290,891.—Edmond Laboratories, Inc., Philadelphia, Pa. (Aug. 19, 1929).—Hair-coloring compounds.

290,903.—J. O. Hendrickson, doing business as Lena-May's Laboratories, Shawnee, Okla. (May 15, 1929).—Cold cream and hand bleach.

291,268.—Percival E. Falkingham, New York, N. Y. (May, 1926).—Toilet preparations.

291,311.—Colgate-Palmolive-Peet Co., Chicago, Ill. (Sept. 27, 1929).—Soap.

291,564.—Margaret S. Johnson, Baltimore, Md. (Feb. 2, 1927).—Compound for promoting the growth of the hair.

TRADE MARK REGISTRATIONS GRANTED

(Act of March 19, 1920)

These registrations are not subject to opposition

M264,262.—John W. Embrey, doing business as Dryform Mfg. Co., Little Rock, Ark. (Serial No. 287,288. Jan. 1927).—Powder for use in preparing a permanent-waving solution.

M264,295.—Fault-Less Products Co., New York, N. Y. (Serial No. 275,890. Jan. 1, 1925).—Washing powder.

M264,631.—W. D. Bost, Chicago, Ill., assignor to Bost, Inc., Chicago, Ill., a corporation of Delaware. (Serial No. 276,402. Aug. 1, 1928).—Tooth paste.

M264,636.—George Thompson Cosgrove, New Orleans, La. (Serial No. 270,915. May 1, 1928).—Preparation for restoring hair.

M264,794.—Colgate-Palmolive-Peet Co., Chicago, Ill. (Serial No. 289,665. Dec. 22, 1921).—Shaving soap in powder form and shaving cream.

DESIGNS PATENTED

79,935. Bottle. Louise Peszynska, Paris, France. Filed June 28, 1929. Serial No. 31,865. Term of patent 7 years.

79,944. Jar or Similar Container. Walter D. Teague, Forest Hills, N. Y., assignor to Turner Glass Company, Terre Haute, Ind., a corporation of Indiana. Filed Aug. 14, 1929. Serial No. 32,407. Term of patent 14 years.

79,958. Bottle. Maggy Besançon de Wagner, Paris, France, assignor to Lenthaler, Incorporated, New York, N. Y., a Corporation of New York. Filed Aug. 23, 1929. Serial No. 32,518. Term of patent 14 years.

PATENTS GRANTED

1,735,076. Collapsible-Tube Top. Ralph N. Ellis, Des Moines, Iowa, assignor of one-half to Thomas Watters, Jr., and Robert W. Colflesh, Des Moines, Iowa. Filed Apr. 4, 1928. Serial No. 267,446. 3 Claims. (Cl. 221-60.)

1. A top for tubes or the like of the character described comprising a top member, a boss formed thereon, a pin slidably and rotatably mounted in said boss, a valve seat

on the inner side of said boss, a valve plug on said pin to coat with said valve seat, a tongue secured to the outer end of said pin and a cam surface on said boss to coat with said tongue, said cam surface having a depressed part.

1,735,431. Means for Decorating Boxes. Frederick Goertz, South Orange, N. J., assignor to August Goertz & Co., Inc., a Corporation of New Jersey. Filed Aug. 15, 1928. Serial No. 299,694. 2 Claims. (Cl. 40—156.)

1. In a vanity case having a depression in its outer wall surface and spaced apertures at the margins of said depression, a design insert disposed in said depression, a retaining frame for securing said design insert in place in said depression, said retaining frame having an incurled head to provide a holding seat for retaining the design insert backed against the bottom of said depression and lugs formed on said retaining frame and extending through said apertures in said section, said lugs being clinched upon the inner surface of said wall.

1,735,445. Screw-Threaded Cap for Covering Glass Jars and other Containers and Method of Making Same. Swan Nils Tevander, Maywood, Ill. Filed Oct. 4, 1926. Serial No. 139,446. 6 Claims. (Cl. 215—43.)

1. The method of forming a screw threaded cap from a flanged blank which consists in inserting a threaded mandrel in the blank, then causing a plurality of correspondingly threaded, radially movable, segmental dies to close about the flange of the blank and press the latter into the threads of the mandrel, said segmental dies being dimensioned to leave spaces between them in closed position into which the excess material of the flange is forced outwardly to form outwardly projecting ribs or folds extending across the threads of the flange.

1,735,482. Cosmetic Box. William E. Wacker, Newark, N. J., assignor to August Goertz & Co., Inc., a Corporation of New Jersey. Filed Aug. 24, 1928. Serial No. 301,753. 6 Claims. (Cl. 132—83.)

1. In a vanity case, in combination, a body section having a peripheral flange extending from one face thereof to define a casing interior and a frame having flange like sides adapted to fit within the flange of said body section, said frame having a central opening about which extends a channeled flange adapted to spring and yield to the reception or displacement of an article having the same general contour as the bottom of the channel of said channeled flange.

1,735,483. Cosmetic Box. William E. Wacker, Newark, N. J., assignor to August Goertz & Co., Inc., a corporation of New Jersey. Filed Oct. 19, 1928. Serial No. 313,457. 4 Claims. (Cl. 132—83.)

1. In a vanity case, a section having a peripheral flange at one side thereof, inwardly extending projections formed on said peripheral flange, a frame member having a main portion conforming to the interior of said peripheral flange, said projections engaging said main portion to retain said frame member within said section, said frame member having a central opening and a flange surrounding said opening, said flange serving to frictionally engage an article positioned within said opening to thereby retain such article within said section, and mirror hingedly connected to said frame member, said mirror being movable either outwardly of said section or inwardly thereof and in superimposed relation to said frame member.

1,735,619. Vanity Case. Philip A. Reutter, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Dec. 24, 1927. Serial No. 242,307. 2 Claims. (Cl. 132—83.)

1. A vanity box or case comprising a relatively thin circular loose powder containing shell provided with a laterally extending stem terminating in an enlarged head, a passage through the stem and connecting with the shell for the passage of powder therefrom, powder dispensing orifices in the head, means for opening and closing the orifices, a puff holding tray in the container shell, and a hinged cover smaller than the case over the tray and having a flange arranged for close frictional engagement with the inner wall of the tray.

1,735,774. Cleaning Composition. Marie McLean, Los Angeles, Calif. Filed Feb. 20, 1928. Serial No. 255,858. 1 Claim. (Cl. 87—5.)

A cleaning composition consisting of 20½ lbs. nonacid soap, 6 oz. ammonia, 6 oz. glycerine, 6 oz. oil of sassafras,

9 oz. potassium tartrate, 48 quarts of water, 3 lbs. of borax. 1,735,853. Paper Box. Alexander H. Dreux, Buffalo, N. Y., assignor to F. N. Burt Company, Limited, Toronto, Canada, a Corporation of Ontario, Canada. Filed April 9, 1926. Serial No. 100,780. 2 Claims. (Cl. 229—5.5.)

1. A box including a body and an inner drum, the drum being open at one end and closed at the other end by a frangible sheet of paper, an annulus partly closing the open end of said drum, an annulus supported on said drum and exposing the central part of said sheet, the body of said box having a fold providing a bead which laps onto the outer face of the last mentioned annulus and resiliently coats to hold it against said sheet.

1,736,025. Vanity Case. Frank E. Wakefield, Elgin, Ill., assignor to Illinois Watch Case Company, Elgin, Ill., a Corporation of Illinois. Filed Dec. 31, 1928. Serial No. 329,370. 3 Claims. (Cl. 132—83.)

1. In a vanity, the combination of a case within which is a main compartment surmounted by a platform having two openings distant about 120 degrees, means below one opening defining a second compartment within the other, a sifter plate pivotally mounted to rotate on the platform and provided with two openings distant about 120 degrees, the openings in the platform being on a side of the center which is opposite to that wherein are formed the openings in the sifter plate, the relationship being such that the sifter plate may occupy any one of three rotative full positions in the first of which one sifter plate opening is opposite an imperforate portion of the platform and the other opening is in register with the platform opening leading into the main compartment, in the second of which one sifter opening uncovers the platform opening leading into the second compartment and the other sifter plate opening is opposite an imperforate portion of the platform, and in the third of which one sifter plate opening is in register with each of the platform openings.

1,736,146. Dispenser. Benjamin Ansehl, St. Louis, Mo. Filed May 16, 1927. Serial No. 191,751. 2 Claims. (Cl. 221—60.)

1. In combination, a shell open at one end and having a threaded outlet at its other end, a tube disposed lengthwise within, and having threaded engagement at an end with the outlet of the shell, and a flanged closure-cap for the open end of the shell, the cap at its flange having engagement with the exterior surface of the shell at an end thereof for rotatory movement on and axially of the shell, and the cap being adapted for engagement with the tube for effecting through twisting thereof ejection of its contents through said outlet.

1,736,724. Liquid Containing Combination Compact. Bernard G. Setvale, Indianapolis, Ind. Filed Dec. 15, 1928. Serial No. 326,163. 4 Claims. (Cl. 132—83.)

1. In a compact, a pair of hinged sections; a wall in each section set inwardly from the open edges of the sections to form a housing space, one of said walls forming a liquid receiving compartment in one of said sections; a threaded collar extending inwardly from the inner face of said last mentioned wall; a closure member adapted to enter said collar and have its outer face substantially flush with the outer face of said wall and a mirror adapted to nest in the aforesaid housing space, whereby the two sections may be closed without encountering any internal obstructions.

1,737,014. Dredging Can. Stanley H. Lindgren, Maywood, Ill., assignor to American Can Company, New York, N. Y., a Corporation of New Jersey. Filed May 1, 1924. Serial No. 710,235. 9 Claims. (Cl. 221—62.)

1. A sifter top for containers, comprising spaced apart top members, the outer one of which is provided with sifter openings, a perforated slide interposed between said members and engaging and guided by the sides of one of said top members, and a wire spring carried by said slide at the rear end thereof and having its ends bent forwardly to provide an elbow adapted to contact with the peripheral edge of one of said top members when the slide is pushed inwardly, said spring being adapted to hold said slide normally in projected position with the perforations therein out of registration with the perforations in said top member and permitting retraction of the slide under pressure to bring said perforations into registration.

1,737,222. Cleaning Compound. Seymour B. Dewey, Jr., Cleveland, Ohio, assignor to Thomas H. Taylor, East McKeesport, Pa. Filed Nov. 19, 1926. Serial No. 149,533. 4 Claims. (Cl. 87—5.)

3. A cleaning compound consisting of potassium linseed oil soap, potassium castor oil soap, and unsaponified emulsified castor oil.

1,737,223. Process of Making Cleaning Compounds. Seymour B. Dewey, Jr., Cleveland, Ohio, assignor to Thomas H. Taylor, East McKeesport, Pa. Filed Dec. 24, 1926. Serial No. 157,000. 4 Claims. (Cl. 87—5.)

2. The process of making a cleaning compound, which consists in heating linseed oil and water, adding successive increments of potassium hydroxide to saponify the oil, boiling the mixture until saponification is substantially complete, adding a sufficient quantity of cold water to the hot soap solution to cause the same to gel, adding castor oil, and emulsifying the castor oil in the soap solution to form a homogeneous cleaning compound.

1,737,272. Production of Menthol. Walter Schoeller, Berlin-Charlottenburg, Hans Jordan, Berlin-Steglitz and Reinhard Clerc, Berlin, Germany, assignors to Schering-Kahlbaum A.-G., Berlin, Germany. Filed June 29, 1928, Serial No. 289,325, and in Germany July 15, 1927. 3 Claims. (Cl. 260—153.)

1. The process of producing menthol comprising heating an acyl compound of a condensation product from metacresol and acetone and treating the acylcompound of 3-methyl-6-isopropenylphenol thus obtained with hydrogen in the presence of a hydrogenation catalyst until eight atoms of hydrogen have been taken up and subsequently saponifying the product.

1,737,417. Collapsible Container. Herbert Thomas Girdlestone and James Rest, London, England. Filed Aug. 13, 1928, Serial No. 299,301, and in Great Britain Feb. 4, 1928. 3 Claims. (Cl. 221—60.)

1,737,548. Sifter Top. Clarence G. Arvidson, Rockford, Ill., assignor to J. L. Clark Manufacturing Co., Rockford, Ill., a Corporation of Illinois. Filed Oct. 3, 1927. Serial No. 223,493. 4 Claims. (Cl. 221—62.)

1. A sifter top comprising a sheet metal plate having a plurality of sifter holes formed therethrough, said plate having two slits formed therein, one on each side of said holes and the metal between said slits being struck up from the plane of said plate, a cut-off comprising a slide adapted to fit through both of said slits, and means for limiting the movement of said slide, said slide having holes therein adapted to register with the holes in said plate when said slide is at one limit of its travel.

1,737,731. Method of Deodorizing Animal and Vegetable Oils. Moses Rogovin, New York, N. Y., assignor, by direct and mesne assignments, to Rogstone Chemical Research, Inc., New York, N. Y., a Corporation of New York. Filed Feb. 14, 1925. Serial No. 9,353. 2 Claims. (Cl. 87—12.)

1. The herein described method of deodorizing malodorous animal and vegetable oils and fats comprising the addition of substantially twenty gallons of water to one hundred gallons of oil, slowly heating the mixture to the boiling point of water, the mixture being stirred during the process of heating, the heating being continued until the water is evaporated and the temperature is then increased to from 115° to 120° C. until the last trace of water is driven off.

1,738,220. Closure for Dispensing Containers. Eugene C. Amsden, Boston, Mass., assignor to Amsden & Barnard, Inc., Boston, Mass., a Corporation of Massachusetts. Filed May 1, 1928. Serial No. 274,260. 4 Claims. (Cl. 221—60.)

1. A closure for collapsible dispensing tubes, comprising a hollow discharge nozzle having a tapered end portion, said nozzle having a discharge port formed through the tapered surface of said end portion, a cap for said nozzle having a tapered surface to fit the tapered surface of said end portion, said cap having a discharge aperture therethrough and being mounted to turn on said nozzle to move said aperture into an open or closed relationship to said discharge port, and two oppositely inclined cams formed in the wall of said nozzle, said cap having a lug cooperating with said cams to hold said tapered surfaces in contact with each other in both the open and closed positions of the cap.

New Equipment and Installations

Under this heading appear descriptions of new equipment and the installation of machinery by our advertisers. The claims made and the descriptive matter are supplied by them and are not to be considered as an endorsement.

We are advised by the Edward Ermold Co., New York that among its recent installations of labelers is a battery of three New Ermold labelers in the new plant of the Hoffman-LaRoche Chemical Co. at Nutley, N. J., makers of fine chemical and pharmaceutical specialties.

The company says that the machines, which are shown in the accompanying illustration, are kept in constant operation, each one labeling an average of 45 bottles per minute. The machines, according to the manufacturers, are of the latest improved type with an automatic discharge attachment. The installation was made under the direction of Mr. Gohring. Throughout the new, big, airy plant, it is evident that con-



ERMOLD LABELERS IN THE HOFFMAN-LAROCHE PLANT

siderable effort has been made to promote ideal working conditions with the aid of the latest labor-saving equipment.

Another recent installation consists of a battery of seven labeling machines in the plant of McKesson & Robbins, Inc., Bridgeport, Conn. Two of these machines are used for labeling face powder boxes.

A new attachment makes it possible to date the face of the label automatically.

United States Supplies the Bulk of Mexico's Medicinal and Toiletries Imports

It is estimated that about 70 per cent of the proprietary medicines and drugs sold in Mexico are imported from the United States, the remainder coming chiefly from Germany and France. A fair proportion of the perfumes and some toilet preparations are of French origin, while the United States is the chief source of supply of such articles as tooth paste, shaving soap, etc., and supplies an important share of all other goods mentioned.

Mexico is the third best market in Latin America for American medicinals, having purchased \$1,322,000 worth in 1927 and \$1,251,000 worth in 1928, and ranks 8th best for American toilet preparations, purchasing an average of \$116,000 worth during the past two years.—(Consul Lynn W. Franklin, Saltillo, Coahuila).

Grasse Report for December

From Our Own Correspondent

THE last few days in October and the first few in November were marked by activity to a certain extent in our market. Quite steady transactions could be noticed in import oils, which undoubtedly were calculated to renew some stocks prior to the inventory period. Some fair-sized business was likewise noticed in flower products and domestic aromatic oils, and it must have been from this that buyers took inspiration, since they must have been able to get the benefit of the facilities of the market and of the present low prices.

However, these transactions did not exert any very great influence upon the position of our market, which still remains quite undecided. We repeat that the very low prices prevailing during the past few months no longer leave any profit for the distillers, and although stocks are still large, our opinion is that the decline has reached its extreme limit.

Jasmin

There has been no change in the price of jasmin products. However, the tendency is still very firm, since, as we have stated in our previous reports, the market has already discounted a possible rise in price of the flower at the next crop. Jasmin flowers have brought 15 francs a kilo, this year from which it has been necessary to take off 5 francs for the harvesting. There thus remains 7 francs per kilo to be divided between the land-owner and the farmer, which is quite insufficient on the one hand to remunerate for the capital invested and the considerable expense of organizing and developing this crop, and on the other hand to compensate for the crop charges which are increasing year by year with ever higher labor costs and the use of fertilizer, which agriculture is not able to take advantage of amply, on account of the continued high freight rates.

Tuberose

The crop has been rather insignificant since the plantings have not been renewed as they became depleted. The price does not encourage the producers any longer and they are gradually abandoning this crop. The price of the concrete is stationary.

Grasse Geranium

Very middling-sized crop. The severe winter last year and the February frosts killed practically all the shoots and the very great drought of this summer thwarted the development of such plants as had been able to resist this period of extreme cold. As a result of this the grass has cost more than in 1928, but since the yield in essence has generally been good, producers and distillers are compensated.

Grasse Mint

Production this year has not been on the increase. As in the case of the tuberose, but for a different reason, producers are neglecting this crop in the face of the competition brought about by the Italian plantings. Inasmuch as

the price of Italian oil has risen as a result of the shortage of the recent crop, the price of the domestic oil has become firm.

Cassie and Mimosa

All the plantings suffered considerable damage at the time of the February frost. Most of these shrubs had to be cut at the foot and the young sprouts that are developing under excellent conditions of vegetation will give but a trifling crop. Furthermore, there will be a large demand for mimosa by the trade in cut flowers and it is very likely that at the time of shipment the price will reach a limit that will hardly enable perfumers to supply themselves on advantageous terms and conditions. As to cassie, it is necessary to await the spring gathering, which may yield some quantity if the coming winter does not work further havoc. In any event, we have to anticipate a rise in the present prices, which already take account of this situation.

Orange Flower

In the orange plantations the heat of last summer permitted the departure of the vegetation and the appearance of the new sprouts which are developing in a very satisfactory way. Of course, too much optimism should not be felt, since these young sprouts, still very fragile, can adapt themselves only to a very mild temperature, but if next winter should be a mild one we shall in May, 1930, have quite a fair crop, putting the market of orange-tree products back into a more nearly normal condition. The price of neroli is purely nominal, while the essence of petitgrain stands at an advantageous price where it is considered that available supply is low.

Lavender

Has not declined further, the distillers showing a great deal more resistance to selling their essence at the present prices.

Clary Sage

There is no more in production. Some lots are offered in second hand at prices below those charged at the time of the crop, without great success, to be sure, which would lead one to assume that the consumers have assured themselves of their requirements.

Enamelled Powder Box Case Settled

In the case of the United States vs. the American Express Company involving enamelled silver powder boxes suitable to carry on or about the person, brought to the attention of the Customs Court of Appeals, a settlement by stipulation in favor of the government, has been entered. The goods at issue were classified at 80 per cent ad valorem under Par. 1428 of the act of 1922, and were held by the court below to be dutiable at 50 per cent ad valorem under Par. 230 of the act. The government appealed, with the result as stated.



Synthetics and Derivatives

There is not a great deal of business being done, although the general tone of comment among the sellers is optimistic. In this group as in essential oils, there has been a tendency to order deferred deliveries and the result has been some piling up of orders which will be shipped after the first of the year. Spot business continues limited to small quantities for immediate use with very little tendency to order in advance of current requirements. The desire of keeping down inventories is responsible for part of this and the fact that most consumers are well stocked for current needs has also had its effect upon the situation.

In general, there has been little change in the quotations made by either manufacturers or importers. Competition between them is really keen in only a limited number of items and on the whole the balance between import prices and the quotations of the domestic manufacturers is being maintained with the result that terms and service enter more as competitive factors than do the actual quotations of the sellers.

Vanillin is somewhat easier. Raw material for clove oil vanillin is cheaper and this product should now be able to compete reasonably well with other types. The latter also are benefiting by easier costs. There has been no change in the price, but it seems likely that some readjustment may be made. Coumarin is also in good supply, but holds steady because little is in the hands of resellers.

Demand for rose substitutes has been improving and there has also been some call for articles which will be used for compounding orange flower types. The scarcity and high prices of natural materials of these two kinds has helped the market quite materially. Rhodinol has felt this demand to some extent as have also such items as phenylethyl alcohol, nerol, citronellol, linalool and methyl anthranilate.

Prices on safrol and artificial sassafras oil have eased a little further due to the easier position of the raw materials. They are still high, however, and business in them has been curtailed to some extent in the belief that lower levels will be forthcoming before very long. Amyl cinnamic aldehyde is moving in fair volume, but prices are not very satisfactory since offers are heard in almost every quarter and competition for the rather small but growing business is keen.

Artificial musks are in reasonably good demand, practically all of which is being filled directly or indirectly by the domestic manufacturers. Imports have been out of the question for some little time. Geraniol is a shade easier, but there has been no actual change in prices. Some fair business in linalool and its derivatives has been done, but prices remain no better than steady because of the lowered costs of production. Other articles on the list have been reasonably steady with little change in values. It is generally felt that activity will improve after the first of the year, but until that time, makers and importers are not enthusiastic over the prospects for business.

Essential Oils

The general trend of the market has been downward since our last review. Business has not been brisk, the stock market debacle taking most of the blame for this condition, although it is probable that the prices of stocks and the recent decline in security levels has had very little actual effect upon the market for perfume raw materials. The fact is that the raw materials business to take care of the holiday trade is over and the market is less active on this account. In addition, flavor business is not good at this season of the year so that the lack of business may be attributed almost entirely to seasonal developments and not to the drop in security prices.

Trading, throughout the market, has been rather slow with a marked reluctance on the part of the buyers to take on heavy supplies at this time. A most encouraging feature of the situation, however, may be found in the fact that practically all of the essential oil dealers report a large number of orders on hand for delivery after the first of the year, a volume heavier this year than is usual. The desire to hold down inventories has undoubtedly prompted this move on the part of the buyers. Stocks of few products are heavy.

In general, prices have declined to some extent since last month's review. The declines have been sharp in a few products but in most items have merely taken the form of shading of current levels without actual reductions in published schedules. This situation seems likely to continue in most of the leading groups during the next few weeks.

The floral group has not been active during the month. Business has been principally in small reorders to take care of deficient supplies of goods already purchased and on hand. Large buying has not been in evidence. Reports indicate that prices on most of the materials in this group are likely to be reasonably steady during the next few months. Crops have been about normal in most of them and stocks are ample to take care of trade requirements for the season at prices which will probably change very little. Exceptions may be noted in the cases of orange flower products which are extremely scarce and will doubtless be entirely exhausted before the new crops come in; and in rose which is high and none too plentiful. Lavender has not been a heavy crop but there is enough counting new goods and carry over to prevent any really serious change in the market. Lavender prices now look quite attractive.

The citrus oils have declined as was anticipated. In most directions it is felt that the drop in lemon is likely to be continued for some time but that the decline in orange may have nearly run its course. It is pointed out that California is likely to ship more whole fruit and less by-products this year on account of the physical excellence of the orange

(Continued on Page 632)

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

| | | | | | | | | |
|-----------------------------------|-------------|--------|------------------------------|--------------|--------|------------------------------|---------|--------|
| Almond Bitter, per lb... | \$2.75@ | \$2.90 | Ginger | 6.90@ | 7.25 | Styrax | 12.00@ | |
| S. P. A. | 3.15@ | 3.25 | Gingergrass | 3.20@ | | Tansy | 4.00@ | 4.20 |
| Sweet True | .78@ | .82 | Hemlock | 2.85@ | | Thuja | 1.75@ | |
| Apricot Kernel | .41@ | .45 | Hops, oz. | 1.15@ | | Thyme, red | 1.00@ | 1.35 |
| Amber, crude | .40@ | .45 | Horsemint | 15.50@ | | White | 1.10@ | 1.50 |
| rectified | .65@ | .90 | Hysop | 4.25@ | | Valerian | 10.50@ | |
| Ambrette, oz. | 48.00@ | | Juniper Berries, rectified. | 24.00@ | 3.10 | Verbena | 3.75@ | 7.00 |
| Amyris balsamifera | 2.20@ | 2.80 | Juniper Wood | .60@ | .62 | Vetivert, Bourbon | 6.25@ | 7.75 |
| Angelica Root | 30.00@ | 35.00 | Laurel | 5.00@ | | Java | 10.00@ | 25.00 |
| seed | 30.00@ | 35.00 | Lavender, English | 32.00@ | | East Indian | 30.00@ | |
| Anise, tech. | .80@ | .83 | U. S. P. "X" | 3.00@ | 5.50 | Wine, heavy | 1.80@ | 2.00 |
| Lead free, U. S. P. | .85@ | .95 | Garden | .50@ | .55 | Wintergreen, Southern | 4.00@ | |
| Aspic (spike) Spanish | 1.15@ | | Lemon, Italian | 3.00@ | 3.75 | Penn. and Conn. | 7.75@ | 8.50 |
| French | 1.40@ | | Calif. | 2.45@ | 2.75 | Wormseed | 3.50@ | 3.75 |
| Balsam Tolu, per oz. | 4.50@ | | Lemongrass | 1.00@ | | Wormwood | 16.00@ | 22.00 |
| Balsam Peru | 6.00@ | | Limes, distilled | 8.75@ | 9.00 | Ylang-Ylang, Manila | 30.00@ | 32.00 |
| Basil | 50.00@ | | expressed | 25.00@ | Nom. | Bourbon | 11.00@ | 13.00 |
| Bay, Porto Rico | 2.45@ | | Linaloe | 2.50@ | 2.65 | TERPENELESS OILS | | |
| West Indies | 2.45@ | | Lovage | 30.00@ | | Bay | 5.75@ | 6.00 |
| Bergamot | 3.40@ | 4.00 | Mace, distilled | 2.00@ | | Bergamot | 11.50@ | |
| Birch, sweet N. C. | 1.90@ | 2.15 | Mandarin | 12.75@ | | Clove | 4.15@ | 4.65 |
| Penn. and Conn. | 4.00@ | | Marjoram | 6.25@ | | Geranium | 8.50@ | 13.50 |
| Birchtar, crude | .15@ | | Melissa | .50@ | | Lavender | 14.00@ | |
| Birchtar, rectified | .50@ | .60 | Mirbane | .15@ | | Lemon | 14.00@ | 20.00 |
| Bois de Rose, Femelle | 2.05@ | 2.50 | Mustard, genuine | 10.00@ | 12.00 | Lime, Ex. | 60.00@ | |
| Cade, U. S. P. | .30@ | .35 | artificial | 1.80@ | 2.00 | Orange, sweet | 100.00@ | 125.00 |
| Cajeput, Native | 1.15@ | 1.30 | Myrrh | 10.00@ | | bitter | 110.00@ | 125.00 |
| Calamus | 3.60@ | 4.00 | Myrtle | 4.00@ | | Petitgrain | 8.00@ | |
| Camphor, "white" | .38@ | .42 | Neroli, Bigarade, pure | 170.00@ | 215.00 | Rosemary | 2.50@ | 3.75 |
| sassafrassy | .33@ | .37 | Petale, extra | 200.00@ | 250.00 | Sage, Clary | 90.00@ | |
| Cananga, Java native | 3.00@ | 3.40 | Niaouli | 3.60@ | | Vetivert, Java | 35.00@ | |
| rectified | 3.60@ | 4.00 | Nutmeg | 2.00@ | | Ylang-Ylang | 28.00@ | 35.00 |
| Caraway Seed, rectified.. | 2.15@ | 2.30 | Olibanum | 6.50@ | | OLEO-RESINS | | |
| Cardamon, Ceylon | 35.00@ | | Orange, bitter | 4.10@ | 5.00 | Benzoin | 2.50@ | 5.00 |
| Cascarilla | 80.00@ | | sweet, W. Indian | 3.55@ | 3.75 | Capsicum, U.S.P. VIII. | 3.60@ | |
| Cassia, 80@85 per cent. | Nominal | | Italian | 3.85@ | 4.15 | Alcoholic | 3.50@ | |
| rectified, U. S. P. | 1.70@ | 2.00 | Calif. exp. | 4.00@ | 4.25 | Cubeb | 3.25@ | |
| Cedar Leaf | 1.15@ | 1.25 | dist. | 2.20@ | 2.40 | Ginger, U. S. P. VIII. | 3.00@ | |
| Cedar Wood | .30@ | .35 | Orris Root, concrete do- | .50@ | .85 | Alcoholic | 3.25@ | 4.60 |
| Cedrat | 4.15@ | | mestic | (oz.) 7.00@ | 9.00 | Malefern | 2.00@ | 2.50 |
| Celery | 8.25@ | 11.00 | foreign | (oz.) 7.00@ | 9.00 | Oak Moss | 15.00@ | 15.50 |
| Chamomile | (oz.) 3.50@ | 5.00 | Orris Root, absolute | (oz.) 90.00@ | 100.00 | Olibanum | 3.25@ | |
| Cherry laurel | 12.00@ | | Orris liquid | 22.00@ | 28.00 | Orris | 17.00@ | 28.00 |
| Cinnamon, Ceylon | 11.50@ | 15.00 | Parsley | 9.75@ | | Patchouli | 18.00@ | |
| Cinnamon Leaf | 1.75@ | 2.00 | Patchouli | 7.65@ | 8.00 | Pepper, Black | 4.25@ | |
| Citronella, Ceylon | .60@ | .70 | Pennyroyal, American | 2.10@ | 2.50 | Sandalwood | 16.00@ | |
| Java | .78@ | .83 | French | 1.30@ | | Vanilla | 6.75@ | 8.75 |
| Cloves, Bourbon | 3.25@ | | Pepper, black | 12.50@ | | DERIVATIVES AND CHEMICALS | | |
| Zanzibar | 2.00@ | 2.35 | Peppermint, natural | 3.60@ | 4.00 | Acetaldehyde 50% | 2.00@ | |
| Cognac | 22.00@ | 28.00 | redistilled | 3.85@ | 4.10 | Acetophenone | 3.50@ | 4.00 |
| Copaiba | .65@ | .80 | Petitgrain, So. Amer. | 2.15@ | 2.30 | Acetyl Iso-eugenol | 9.00@ | |
| Coriander | 6.35@ | 6.50 | French | 8.00@ | Nom. | Alcohol C 8 | 20.00@ | 40.00 |
| Croton | 2.75@ | 3.00 | Pimento | 2.60@ | 3.00 | C 9 | 60.00@ | 70.00 |
| Cubeb | 3.30@ | 3.50 | Pine cones | 3.75@ | | C 10 | 27.00@ | 35.00 |
| Cumin | 7.50@ | 8.00 | Pine needle, Siberia | .75@ | .90 | C 11 | 45.00@ | 60.00 |
| Curaco peels | 5.25@ | | Pinus Sylvestris | 2.00@ | | C 12 | 45.00@ | 60.00 |
| Curcuma | 3.00@ | | Pumilionis | 2.95@ | | Aldehyde C 8 | 55.00@ | |
| Cypress | 5.15@ | | Rhodium, imitation | 2.00@ | 4.50 | C 9 | 80.00@ | 140.00 |
| Dillseed | 4.25@ | 6.00 | Rose, Bulgaria | 17.50@ | 25.00 | C 10 | 50.00@ | 82.00 |
| Elemi | 1.65@ | | (oz.) | .60@ | .65 | C 11 | 72.00@ | 77.00 |
| Erigeron | 2.05@ | | Rosemary, French | .40@ | | C 12 | 75.00@ | 105.00 |
| Estragon | 38.00@ | | Spanish | 3.25@ | | C 13 | 15.00@ | 35.00 |
| Eucalyptus, Aus. (U. S. P.) | .57@ | .65 | Sage | 3.75@ | | C 14 (so-called) | 15.00@ | 40.00 |
| Fennel, Sweet | 1.10@ | 1.15 | Clary | 135.00@ | Nom. | C 15 (so-called) | .85@ | 1.00 |
| Galbanum | 26.00@ | | Sandalwood, East India | 9.00@ | 9.25 | Amyl Acetate | 2.50@ | |
| Galangal | 24.00@ | | Sassafras, natural | 1.20@ | 1.40 | Amyl Butyrate | 1.25@ | 1.75 |
| Geranium, Rose, Algerian | 5.00@ | 5.50 | artificial | .38@ | .42 | Amyl Cinnamate | 2.50@ | |
| Bourbon | 5.00@ | 5.50 | Savin, French | 1.90@ | 2.20 | Amyl Cinnamic Aldehyde | 4.00@ | 8.00 |
| Spanish | 16.00@ | | Snake Root | 11.50@ | 13.00 | Amyl Formate | 1.70@ | 2.00 |
| Turkish (Palma rosa). | 3.50@ | 4.00 | Spearmint | 5.00@ | 5.25 | | | |
| | | | Spruce | 1.15@ | 1.25 | | | |

| | | | | | | | | |
|--------------------------|--------|-------|---------------------------|--------|-------|--------------------------------|-----------|---------|
| Amyl Phenyl Acet. | 5.00@ | 5.75 | Methyl Eugenol | 7.00@ | 9.00 | Tolu balsam | 4.50@ | 6.00 |
| Amyl Salicylate, dom. | 1.15@ | 1.45 | Methyl Heptenone | 6.50@ | 8.00 | Vetivert | 15.00@ | 25.00 |
| foreign | 1.65@ | | Methyl Heptine Carb. | 20.00@ | 36.00 | CERTIFIED FOOD COLORS | | |
| Amyl Valerate | 3.00@ | 3.50 | Methyl Iso-eugenol | 10.00@ | 13.00 | Amaranth | 3.50@ | 4.00 |
| Anethol | 1.95@ | 2.20 | Methyl Octine Carb. | 24.00@ | 32.00 | Orange II | 3.50@ | 4.00 |
| Anisic Aldehyde, dom. | 3.75@ | | Methyl Paracresol | 6.75@ | 7.50 | Tartrazine | 3.50@ | 4.00 |
| foreign | 4.00@ | 4.35 | Methyl Phenylacetate | 4.65@ | 6.00 | Ponceau 3R | 6.00@ | 7.50 |
| Benzaldehyde, U.S.P. | 1.45@ | | Methyl Salicylate | .42@ | .50 | Ponceau SX | 5.00@ | 5.25 |
| F. F. C. | 1.55@ | 1.90 | Musk Ambrette | 7.00@ | 8.00 | Indigo | 15.00@ | |
| Benzophenone | 3.00@ | 5.50 | Ketone | 7.50@ | 9.50 | Erythrosine | 20.00@ | |
| Benzylidenacetone | 2.50@ | 4.00 | Xylene | 2.80@ | 3.15 | Guinea Green B | 15.00@ | |
| Benzyl Acetate, dom. | 1.00@ | | Nerolin (ethyl ester) | 1.50@ | 1.75 | Light Green S.F. | 25.00@ | |
| foreign | 1.00@ | 1.65 | Nonyl Acetate | 48.00@ | | Fast Green F.C.F. | 30.00@ | |
| Benzyl Alcohol | 1.40@ | 2.25 | Octyl Acetate | 32.00@ | | Yellow A.B. | 3.50@ | |
| Benzyl Benzoate | 1.15@ | 2.00 | Paracresol Methyl Ether | 7.00@ | 8.00 | Yellow O.B. | 3.50@ | |
| Benzyl Butyrate | 5.50@ | 6.25 | Paracresol Phenyl Acetate | 14.00@ | 20.00 | Sunset Yellow F.C.F. | 3.10@ | 3.25 |
| Benzyl Cinnamate | 7.00@ | 9.00 | Phenylacetaldehyde 50% | 5.00@ | 7.00 | Naphthol Yellow S. | 8.00@ | |
| Benzyl Formate | 3.35@ | 3.60 | imported | 5.00@ | 7.00 | SUNDRIES | | |
| Benzyl Iso-eugenol | 18.00@ | 27.00 | 100% | 8.50@ | 10.50 | Alcohol, Cologne spirits, | | |
| Benzyl Propionate | 4.00@ | 5.50 | Phenylacetic Acid | 3.00@ | 4.00 | per gal. | 2.67@ | 2.80 |
| Borneol | 2.90@ | 3.50 | Phenylethyl Acetate | 9.00@ | 13.00 | Ambergris, black | Nominal | |
| Bornyl Acetate | 2.60@ | 3.35 | Phenylethyl Butyrate | 16.00@ | 20.00 | gray | 39.00@ | Nominal |
| Fromstyrol | 4.75@ | 5.00 | Phenylethyl Formate | 18.00@ | | Baudruche skins, gross | 18.00@ | 25.00 |
| Butyl Acetate | .60@ | | Phenylethyl Propionate | 18.00@ | | Beaver Castor | 8.00@ | 12.00 |
| Butyl Propionate | 2.00@ | | Phenylethyl Valerate | 20.00@ | | Castoreum | 12.50@ | 15.00 |
| Butyraldehyde | 12.00@ | | Phenylethyl Alcohol dom. | 4.75@ | 5.50 | Chalk, precipitated | .03 1/2 @ | .06 1/2 |
| Carvene | .50@ | | imported | 5.00@ | 5.75 | Cherry laurel water, gal. | 1.25@ | |
| Carvol | 3.75@ | 4.25 | Phenylpropyl Alcohol | 13.00@ | 15.00 | Civet, ounce | 3.75@ | 4.50 |
| Cinnamic Acid | 4.00@ | | Phenylpropyl Aldehyde | 12.00@ | | Kaolin | .03@ | .03 1/2 |
| Cinnamic Alcohol | 3.45@ | 4.00 | Rhodinol, dom. | 7.75@ | 15.00 | Lanolin, hydrous | .18@ | .20 |
| Cinnamic Aldehyde | 2.75@ | 4.25 | foreign | 9.50@ | 16.50 | anhydrous | .20@ | .23 |
| Citral C. P. | 2.75@ | 3.00 | Safrol | .43@ | .48 | Musk, Cab. pods, ounce | 22.50@ | Nominal |
| Citronellal | 2.85@ | 3.25 | Skatol, C. P. (oz.) | 9.00@ | 10.00 | Cab, grained | Nominal | |
| Citronellol, dom. | 3.75@ | 4.00 | Styraryl Acetate | 20.00@ | | Tonquin, pods | 20.00@ | |
| foreign | 3.75@ | 5.00 | Styraryl Alcohol | 20.00@ | | Tonquin, gr. | 27.00@ | |
| Citronellyl Acetate | 6.00@ | 10.00 | Terpineol, C. P. dom. | .38@ | .40 | Orange flower, water, gal. | 1.50@ | |
| Coumarin, dom. | 4.00@ | | imported | .38@ | .55 | Petrolatum, white | .06 1/2 @ | .08 1/2 |
| Cuminic Aldehyde | 62.00@ | | Terpenyl Acetate | 1.00@ | 1.15 | Rose water, gal. | 1.25@ | |
| Dibutylphthalate | .30@ | .36 | Thymene | .35@ | | Saponin | 1.60@ | |
| Diethylphthalate | .32@ | .37 | Thymol | 2.40@ | 3.00 | Talc, domestic, ton | 18.00@ | 33.00 |
| Dimethyl Hydroquinone | 4.00@ | 6.00 | Vanillin | 6.80@ | 7.15 | French | 40.00@ | 45.00 |
| Dimethylphthalate | .65@ | | Violet Ketone Alpha | 5.00@ | 10.00 | Italian | 50.00@ | 65.00 |
| Diphenylmethane | 1.75@ | 2.45 | Beta | 5.50@ | 8.00 | Zinc stearate | .26@ | .30 |
| Diphenyloxide | 1.20@ | | Methyl | 5.25@ | 8.00 | CRUDE DRUGS | | |
| Ethyl Acetate | .50@ | .55 | Yara Yara (methyl ester) | 1.75@ | 1.90 | Almond Meal | .25@ | .40 |
| Ethyl Benzoate | 1.80@ | | BEANS | | | Balsam Copiba, S. A. | .36@ | .40 |
| Ethyl Butyrate | 2.00@ | | Tonka Beans, Para | 1.00@ | 1.25 | Para | .33@ | .37 |
| Ethyl Cinnamate | 3.50@ | | Angostura | 2.00@ | 2.15 | Balsam Peru | 2.00@ | 2.10 |
| Ethyl Formate | 1.00@ | 1.25 | Vanilla Beans | | | Balsam Tolu | 1.40@ | 1.45 |
| Ethyl Propionate | 2.00@ | 2.65 | Mexican, whole | 3.50@ | 5.50 | Cardamon seed, decort. | 1.75@ | 1.80 |
| Ethyl Salicylate | 2.10@ | 2.60 | Mexican, cut | 3.00@ | 3.15 | Guarana | 3.25@ | 3.65 |
| Ethyl Vanillin | 20.00@ | | Bourbon, whole | 1.75@ | 2.25 | Gum benzoin, Siam | 1.50@ | 1.75 |
| Eucalyptol | 1.10@ | 1.30 | Bourbon, cut | 1.60@ | 2.00 | Sumatra | .50@ | .55 |
| Eugenol | 3.60@ | 4.50 | South American | 2.00@ | 2.50 | Gum galbanum | 1.35@ | 1.50 |
| foreign | 3.60@ | 4.50 | Ambergris | 18.00@ | 24.00 | Gum myrrh | .45@ | .60 |
| Geraniol, dom. | 2.00@ | 6.00 | Benzoin | 1.75@ | | Henna, powdered | .16@ | .35 |
| foreign | 2.10@ | 5.00 | Civet | 2.50@ | 4.00 | Lavender flowers, select | .45@ | .60 |
| Geranyl Acetate | 2.90@ | 4.00 | Musk, nat. | 32.00@ | | ordinary | .30@ | .35 |
| Geranyl Butyrate | 10.50@ | 12.00 | Orris, root | 2.00@ | | Olibanum, tears | .19@ | .35 |
| Geranyl Formate | 7.00@ | 11.00 | Balsam Tolu | 1.50@ | | siftings | 12 1/2 @ | .14 |
| Heliotropin, dom. | 2.10@ | 2.40 | Vanilla | 3.00@ | | Orange flowers | .40@ | 1.00 |
| foreign | 2.35@ | 2.50 | Ambrette | 18.00@ | | Orris root, Florentine | .28@ | .35 |
| Hydroxycitronellal | 5.90@ | 10.00 | Benzoin | 2.75@ | 4.00 | powdered | .35@ | .80 |
| Indol. C. P. (oz.) | 3.10@ | 5.50 | Cypre | 13.00@ | | Verona | .27@ | .34 |
| Iso-borneol | 2.30@ | | Chypre | 13.00@ | | powdered | .31@ | .70 |
| Iso-bornyl Acetate | 3.25@ | | Civet | 80.00@ | | Patchouli leaves | .25@ | .90 |
| Iso-butyl Benzoate | 2.75@ | 3.25 | Galbanum | 6.00@ | | Peach Kernel meal | .35@ | |
| Iso-butyl Salicylate | 3.00@ | 6.00 | Labdanum | 6.00@ | | Quince seed | .75@ | .90 |
| Iso-eugenol, dom. | 5.00@ | | Castoreum | 28.00@ | | Reseda flowers, powd. | 1.50@ | |
| foreign | 5.00@ | 6.00 | Orris, root | 13.00@ | | Rhubarb root, powd. | .35@ | .65 |
| Iso-safrol | 1.75@ | | Oak Moss | 14.00@ | 16.00 | Rice starch | .12@ | .15 |
| Linalool | 3.15@ | 4.25 | Olibanum | 3.50@ | 6.00 | Rose leaves red | 1.75@ | |
| Linalyl Acetate 90% | 4.25@ | 5.15 | Opopanax | 6.00@ | 12.00 | pale | .50@ | |
| Linalyl Benzoate | 10.50@ | | Orris Root | 18.00@ | 35.00 | Sandalwood chips | .45@ | .50 |
| Menthol, Japan Synthetic | 4.50@ | 5.00 | Patchouli | 10.00@ | 18.00 | Styrax | .40@ | 3.35 |
| Methyl Acetophenone | 3.50@ | 3.75 | Peru balsam | 6.75@ | | Venice, turpentine, true, gal. | .30@ | |
| Methyl Anthranilate | 2.50@ | 3.00 | Sandalwood | 12.00@ | 16.00 | Vetivert root | .30@ | |
| foreign | 2.90@ | | Styrax | 2.75@ | | Violet flowers | .95@ | 1.15 |

Essential Oils

(Continued from Page 629)

crop and that it is unlikely that any heavy surplus of orange oil such as that of last year will be seen next season. At present levels, however, the price of all types of orange oil seems high enough. Bergamot is very cheap and does not seem to show any signs of recovery. The situation in oil of limes remains reasonably tight and firm.

Domestic oils are quite steady. Peppermint is being held at about the levels of last month although some country sellers are said to be willing to shade prices a little on real business. Consumers are holding back to some extent as well. There is plenty of peppermint available but present prices seem to be reasonable and no sharp movement in either direction is anticipated. Other mint oils remain quiet and steady. Wormseed is quite firm at the recent advance. This market is well controlled and it would not be surprising if prices should show a slight bulge with the approach of spring. Wormwood is in only fair supply but it is materially easier than it was a few months ago when it was very scarce.

Seed and spice oils have been quiet and steady. Clove is easier and slightly lower. The decline in coriander seems to have been checked. Some of the raw materials are showing signs of weakness, but this has not been and seems unlikely to be sufficient to change conditions materially. Not much business is being done in the group and not much is anticipated.

Citronella has weakened rather sharply recently with better supplies forthcoming from primary points. Demand from the soapmakers has been light for they apparently believe that prices are to be lower. Geranium remains firm to strong for Algerian, but Bourbon is a little easier. Sweet almond is a little easier. Bois de rose and linaloe have also been more or less inactive. Orris products remain firm in spite of the fact that the root is somewhat easier than it has been recently. Good quality vetivert is none too plentiful and is held at full prices. Sandalwood is very firm. Other items show little change and seem unlikely to change materially during the next few weeks unless there is a sharp change in the general condition of business in the group which now seems unlikely.

Vanilla Beans

The market is in a very quiet position, part seasonal and part caused by the uncertainty surrounding prices and conditions. There is plenty of vanilla available here and in addition, reports would seem to indicate that the consumers have ample stocks. Prices are low in Marseilles and stocks in France are heavy. Some fair speculative activity is reported from Marseilles with a slight stiffening of prices there for a few days in consequence, but very little goods have actually gone out of that market into consuming hands or to this country. There seems likely to be little change in the quiet position during the next few months, although some anticipate improvement in the demand and some firming of the market after the first of the year. Estimates of the Bourbon crop have now narrowed to 500 to 700 tons with 600 considered a reasonable approximation.

Mexicans, on the contrary, are in no very heavy supply and prices on this type are holding steady with a tinge of firmness. Other grades are little heard of. In general, the market is quiet with prices low. Little change in this situation is foreseen during the next few weeks.

Crude Drugs

The general market is quiet. Among the items listed there have been few actual changes, but the tendency in the market is to shade prices on firm business. Some inquiry on business for after the first of January is reported, but thus far not much of it has been accepted. The price of orris root is somewhat easier and supplies are not quite so tight. Otherwise, changes in the market have been unimportant during the month.

Sundries

The market has been only reasonably active and there have been few changes in prices since our last review. Alcohol is slightly lower, a general readjustment in levels having been made. Prices on other items are unchanged with musk, ambergris and civet all still in very tight positions.

Musk Exports from China Exceed \$500,000 Annually

The bulk of the musk exported from China comes from Tibet, the home of the musk deer. It is bought by musk dealers at Ta-tsien-lu and sent to Chungking where it is packed in tin lined wooden boxes containing from 1 to 10 catties (1½ to 13½ pounds) and shipped to Shanghai, which is the principal musk center and export port for this product. Very little musk is actually sold in Chungking since the Ta-tsien-lu musk dealers forward it to Shanghai for sale.

About 2,000 catties (2,667 pounds) are brought to Changking from Ta-tsien-lu annually. France is the principal purchaser, although considerable quantities also go to Hong-kong, Great Britain, Germany, Japan, and the United States. According to the Chinese maritime customs statistics, exports of musk from China during recent years were: 1925—2,621 pounds value \$678,683; 1926—2,328 pounds, value \$538,319; 1927—2,405 pounds, value \$544,559. Of these exports the following quantities were sent to the United States: 1925—211 pounds, value \$55,276; 1926—197 pounds, value \$45,729; 1927—145 pounds, value \$33,507.

Prices of musk in October, 1929, were understood to be about \$93 per catty at Ta-tsien-lu and from \$148 to \$169 per catty at Shanghai. The difference between the Ta-tsien-lu and Shanghai prices is due largely to the numerous and excessive inland taxes.

The export duty on musk at present is about \$0.43 per pound. In addition, there is an export surtax equal to one-half of the export duty, as well as a local surtax at Changking of a similar amount.

American firms interested in information relative to Chinese raw materials should consult "China, A Commercial and Industrial Handbook," published by the Department of Commerce in 1926, which can be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., for \$1.75 per copy, or from the district offices of the bureau.—(Consul General F. P. Lockhart, Hankow).

Exports of French Essential Oils Increase

During 1927 and 1928 essential oil exports from France to the United States through the port of Nice amounted to 136,196 pounds, valued at \$1,109,580 and 224,389 pounds, valued at \$906,227, respectively. These figures show an increase in weight of 88,193 pounds and a decrease in value of \$203,303.—(Consul George Alexander Armstrong, Nice.)



Soaps and Perfumes in Havana

The manufacture of soaps and perfumes in Havana, Cuba, has increased perceptibly under the new tariff, and four important French perfumes have established branch factories in Havana. One Cuban firm manufactures laundry soap, yellow and white floating soap, and a laundry soap chips. For toilet soap manufacturing they produce double and triple stearic acid, paraffin and stearic acid candles, and crude glycerin. No figures are available giving the amount or value of their products. Another Cuban company manufactures perfume, which is sold under its own trade mark, and also some perfume for sale under the trade marks of American manufacturers. The factory operated only part of the year 1928 and its production during that year was valued at \$65,000.—(Consul General L. J. Keena, Habana.)

Detection of Olive Oil in Some Refined Vegetable Oils*

W. H. Dickhart, in *Olive Oil*, vol. 2, No. 11, 1929, states that when 5 cc. of pure olive oil was treated with 5 cc. of a solution containing 1 vol. of concentrated sulfuric acid and 4 vols. of absolute alcohol (A), and after the formation of an emulsion 10 drops of a 2% alcoholic solution of furfurole (B) added, the lower solution became dark cherry-red and after standing much darker; refined cottonseed oil failed to give this color even after long heating. Palm-kernel, peanut, coconut, tea-seed and castor oils gave a slight red coloration with this test but on the addition of 10 cc. of water color disappeared, leaving a milky solution. Sesame oil gave a pink coloration in the cold but a dark lavender to almost black precipitate in the hot; in the former instance the pink disappeared with the addition of water. Mustard oil gave a greenish blue and became milky with water. Thus if a pink coloration appears upon the addition of 5 cc. of A and 10 drops of B to 5 cc. of a sample of oil, sesame oil is indicated; if after heating on the water bath (94-95°) and adding 10 cc. of cold water a red color appears after 5-10 minutes, olive oil is indicated. A very pronounced red coloration with this test on samples of refined cottonseed, soy-bean, peanut, tea-seed, corn oils, etc., containing 2, 3 and 5% olive oil, is a definite proof of contamination. The test will differentiate between tea-seed oil and olive oil. If sesame oil is present in an oil, olive oil cannot be detected by the above method.

*Chem. Abs., vol. 23, No. 14, p. 3589, 1929.

Trouble Enough Right Here

There may be a devil in hell, but why bother about his majesty when we have so many devils right here?—*Silent Partner.*

Spotting of Light Toilet Soap

The published discussion on this subject is certainly very acceptable, for it treats a problem whose clarification lays close to the heart of every manufacturer of toilet soap. There is hardly a soap maker who has not paid for experience in this matter.

If one follows the numerous publications on this question it would be found that a part of the scientific world credits the fault to the perfumes used and the other part to the quality of the soap base (alkalinity, free fat, etc.). Moreover, the opinion has been strong that exterior conditions, as action of metal parts (dies), packing materials, storage, etc., are to be regarded as the cause of harm. Especially the combined causes with storage are always quoted as especially harmful, more particularly temperature fluctuations and dampness of the storage room.

With more severe and accurate examination of these harmful causes I believe the appearance of spotting in light toilet soap is the result of a combination of these causes.

Perfume: It cannot be emphasized often enough that the selection of the odor used for perfuming soap must be in accord with the various widespread views on the most severe rule concerning purity. Against the obstacle of chemical testing of perfume—there certainly is no laboratory at the disposal of every soap maker—it is recommended to prefer only raw materials from such firms whose large scale of manufacture guarantees an absolutely pure and uniform product. Also because of instability to exclude the use of all strong acid perfumes as well as easily decomposed esters and aldehydes as much as possible.

Soap Base: That perfectly boiled soap base is the preliminary requirement for making a stable finished product probably does not need to be intentionally emphasized. Unsaponified fat causes rancidity and is as well the most frequent cause of staining. On the other hand free alkali can decompose natural perfume and thereby produce chemical bodies that are sensitive to light.

External influences: The formation of metal salts of the fatty acids by action on the dies, etc., is certainly a clear cause of partial darkening of color. Action of metallic packing materials is just as possible a cause. The use of acid free paper as a packing material is also recommended. The unfavorable storage of finished goods as mentioned above should hardly be accepted as the cause of darkening. In comparison to correct storage it is certain, that soap inclined to stain from other causes has shown the defect more quickly by storage in damp rooms without the necessary ventilation.

In summarizing it might be said also that spotting of light finished toilet soap seldom results from a single cause but is generally due to the combined action of several sources of error. More careful work and the use of precautions offered depresses to a small amount the possibility of the appearance of spoilage.

Structure of the Common Fats*

Present Method Used by Soapmakers Inaccurate

by Prof. T. P. Hilditch, D.Sc.

Continued from October issue

THE fully saturated glycerides were submitted to fractional crystallization, and Bömer's conclusion that no trilaurin was present was confirmed. It is probable that mono-oleo-di-saturated glycerides are present to the respective extents of about 12 and 26 per cent in coconut and palm kernel fat, while tri-olein is probably absent.

Palm oil.—As already mentioned, this oil seems to be as distinct in glyceride structure from palm kernel oil as it is in the composition of the fatty acids present. The fully saturated glycerides are again a mixture, although owing to preponderance of palmitic acid some tri-palmitin is present; at least 37 per cent of the oil consists of mono-oleo-disaturated glycerides. The complete data for this oil are still being investigated.

Cacao butter is particularly interesting, since it is a seed-fat containing something approaching to equivalent amounts of palmitic, stearic and oleic acids. It also approximates most nearly, of the fats examined, to homogeneity in composition. It contains a very small amount of fully saturated glycerides and probably 77 per cent of mono-oleo-disaturated glycerides, of which an amount has been definitely isolated (as mono-azelaic compounds) corresponding to over 70 per cent of the original fat. Further, the greater part of these glycerides (probably 55—60 per cent of the whole fat) has been shown to consist of oleopalmitostearins. Tri-olein is only present in small quantity, not exceeding 4 per cent of the whole fat.

Mutton tallow is also interesting because it is closely similar in fatty acid composition to cacao butter, but entirely different in glyceride structure. It contains 26 per cent of fully saturated glycerides, which are a complex mixture in which palmito-distearins and dipalmitostearins appear to predominate, while small amounts of tristearin are also present, as observed originally by Bömer. There is considerable evidence that the mixed saturated-unsaturated glycerides contain as predominating components mono-oleo and di-oleo glycerides with at most a very small amount of tri-olein.

The striking differences in physical properties between these two fats (which have nearly the same fatty acid composition) are largely accounted for by the data thus obtained, although they are admittedly incomplete at present.

Butter fats.—Preliminary work on some butter fats on similar lines shows that the amount of fully saturated glycerides is of the order of 30 per cent, and that on the whole the saturated acids are distributed more or less evenly in both parts with a definite but slight tendency for the lower fatty acids to associate with oleic acid. Again it is probable, so far as our present methods permit us to judge, that tri-olein is not present to any great extent, and the mixed saturated-unsaturated glycerides probably contain mono-oleo- and di-oleo-derivatives in approximately equal proportions.

The foregoing review of the recent work, on the one hand of the Japanese on the bromination of mixed glycerides,

and on the other hand of the Liverpool work on oxidation of fats, indicates that more complete information is still desirable before any wide generalizations can be effected. Yet sufficient data are available to justify certain reflections.

The Liverpool work may be said to have disclosed a broad differentiation between animal and vegetable fats, and also commences perhaps to suggest differences in type between seed fats and mesocarp or fruit pulp fats. Both the Liverpool and the Japanese investigations indicate strongly that the general rule in seed or kernel fats is for all the fatty acids to be linked with glycerol in such a way that the most even distribution possible tends to take place; the occurrence of simple triglycerides in vegetable seed-fats is never observed unless a peculiarity in the mixed fatty acid composition renders it unavoidable. It seems almost safe to predict that the main structure of the glycerides in seed fats can be deduced from the proportions of the predominant fatty acids.

So far as control of the production of fats of desired properties goes (for example, an ideal type of drying oil for paints), the results disclosed do not hold out at present any great hope of attaining these ends by chemical syntheses. They rather point to the necessity for more exact determination of the particular glycerides which confer specific desired properties on a fat, followed by attempts in conjunction with agriculturists to breed varieties of plants in which the seed-fats will tend to approach the properties desired.

The animal fats, and to some extent the only vegetable mesocarp fat so far studied, seem to be built on more distinctly heterogeneous lines, at all events in that fully saturated glycerides are assembled with greater ease; and yet, subject to certain apparent exceptions, the relative distribution of the saturated acids is not greatly different in the fully saturated and mixed saturated-unsaturated parts of the fat, while simple triglycerides of one and the same acid are conspicuous, if not by their absence, at least by their insignificant proportions. We are not at present, however, so near to being able to predict glyceride-structure from fatty acid composition in the animal as in the vegetable fats.

As matters stand at present, therefore, it looks as though the information which is now being gathered may eventually enable fairly definite forecasts to be given with respect to the specific fats most suited to the requirements of various definite industries; but it must be confessed that, so far, the results to hand seem to render the possibility of synthetic manufacture of fats of specific properties more remote than ever.

As examples of the service which investigations of this kind may render in due course, reference may be made to the confectionery fats, butter, and drying oils.

The combination of low melting point with firmness and non-greasiness which is desired in a confectionery fat

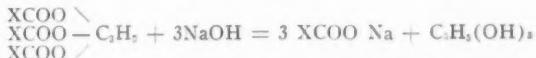
(Continued on Page 637)

Colloids in the Soap Industry

*Manufacture of Settled Soap from the Viewpoint
of Colloid Chemistry
by Eugene Schuck*

CONTINUING a previous article on colloids in the soap industry, the author has attempted to define the colloidal condition of substances and the resulting classification of the dispersion system. To many, no doubt, it may seem that all or part of that which was written in the previous article may have been expressed in highly technical terms, which were unfamiliar to the layman. Yet, this procedure could not be avoided in order to assist the reader in perusing the present article, which deals more intimately with the manufacture of settled soaps in the light of colloid chemistry and in which reference is made to these technical terms.

In the manufacture of soap from fats of negative electricity and aqueous solutions of caustic soda of positive electricity, the aim is to obtain an intimate mixture (emulsion) between these two in themselves insoluble bodies. The finer the dispersion phase of the emulsion, caused by continuous mixing, the quicker and easier a combination between fats and lye takes place, according to the well-known equation:



This combination, as the author has set forth in one of his previous articles, is greatly assisted by the presence of free fatty acids in the fat, simply because on adding the lye, the free fatty acids are immediately neutralized, forming soap. This soap or sodium stearate is further hydrated with sufficiently aqueous caustic soda lye into a lather-forming colloid (lyophile condition) and stabilizes in this manner the emulsoids. The quantity of the hydrated colloids plays a very important part in the durability or stability of the emulsion. This point is therefore to be considered the beginning of the lyophile or lather-forming colloidal condition. If there is grained soap left over from the previous batch of soap in the kettle, it facilitates a quicker transition into the lyophile (lather-forming) colloidal condition. If the formation of the proper colloidal condition cannot be obtained immediately, it is a sign that the fatty acids contained in the fat mixture possess an electrolytic sensitiveness. By adding more water, or what is in this case the same, dilute caustic soda lye, this condition is soon remedied.

It is significant that the emulsion consisting, as it were, of a system of dissimilar elements, remains perfectly constant at low temperatures. At high temperatures, however, and upon standing, it separates.

Proceeding further in the manufacturing process, the purpose is primarily to create an aqueous soap paste which may be designated as a heterogeneous system of several existing phases, namely dispersal uncombined and combined phases. The formation of the "paste soap" is caused at the beginning by the addition of a dilute caustic soda solution because it is necessary to hydrolyze the fatty materials to

such an extent the hydrolyzable bodies may be absorbed by the paste resp. put into a condition to absorb water. All these reactions take place on the surface areas of the phases.

There is, however, a decided different action with various fats and oils. So, for instance, the salts of a group of fatty acids into which belong palmkernel oil, palm oil and coconut oil, in other words, oils or fatty acids with a low molecular weight, are difficult to throw out of solution. They are less electrolytically sensitive and for that reason may be saponified at the beginning with stronger solutions of caustic soda. On the other hand salts of fats or oils or the fatty acids therefrom with a high molecular weight are comparatively easy to throw out of solution (separate). The significant property of the salts of the fatty acids to absorb or bind water may be found in the explanation of the fact that it stands in direct ratio with the molecular weight of the fat. The higher the molecular weight of the fat the greater the property to bind water. The lower the molecular weight the smaller the property to assimilate water.

Continuing with the saponification we come to the point when there is a sufficient quantity of dispersion mediums, namely water and glycerine, present. Saponification may now proceed with the addition of stronger solution of caustic soda without running danger to throw the paste out of solution. The colloidal soap solution, in other words, the solutions of the salts of the fatty acids in the dispersion medium, can now absorb fat and lye. The reaction continues and the caustic soda lye is more and more used up. There remains in the kettle besides the colloidal soap solution only fat. Incidentally, during the cold saponification, hydrolysis or saponification and absorption of sodium hydroxide takes place continually. Returning to the kettle soap it may be noticed that the mass becomes viscous, tough and that the temperature rises considerably due to the surface tension and friction of the molecules. Finally the soap will be quite compact. In the parlance of the soap maker "the soap has bunched." This undesirable condition can be averted by the addition of some caustic soda lye. It is somewhat different with cold saponification. Here the constant agitation by mechanical means brings about a more intimate connection of fat and lye and the surface reactions of the molecules are thereby brought into greater activity.

The soap in the kettle should always show an alkali reaction which the soap maker perceives by the bite on his tongue. If there is a considerable quantity of caustic soda in excess, dissolution of the paste soap may be the consequences and it may boil in a "grain." Should this occur the addition of more water will reestablish the pasty condition. As it is known that the salts of fatty acids of high molecular weight are easier grainable than the salts of fatty acids of a low molecular weight, the fat mixture may be so



balanced that a too easy dissolution does not occur. In the practical operation of soap making, the soap, having an excess of caustic soda and an appreciable bite on the tongue, is boiled for some time longer to insure final saponification (hydrolysis) and probably more absorption of caustic soda. If there is a considerable excess of caustic soda in the soap paste at the last or settling change, it may happen that the soap will sweat or effloresce upon storing, as a small amount (about 0.04%) Na₂O remains with the soap in a state of adsorption. The bite on the tongue should correspond to a percentage of free sodium hydroxide of 0.3-0.4%.

We have now in the kettle besides sodium hydroxid and glycerine soap which is in a molecular-dispersal condition. All operations suspended and the hot contents of the kettle left undisturbed with the purpose of cooling down the soap, the individual particles of soap assume now larger dimensions and a transition from the molecular dispersal phase into the colloidal condition takes place. The viscosity increases and the mass in the kettle assumes a gelatinate condition. Depending on conditions of concentration the contents of the kettle represent not only the system "soap dissolved in water" but also "water dissolved in soap."

Changes in Color

The color of the soap solution in the kettle changes continuously. At first as an emulsion white, the color of the soap becomes darker with the increasing formation of soap and rising temperature. A soap solution made from fats of a light color appears under extreme heat darker than under ordinary temperature, a phenomenon which is explained by the increased dispersion of the colloids.

Upon addition of an electrolyte (salt or sodium hydroxide) a dissolution of the soap paste is caused. A coagulation takes place and the salts of the fatty acids separate out as "grained soap." In this condition the soap may be considered a colloid dispersal system, while the glycerine lye (spent lye) may be termed molecular-dispersal; in other words, a molecular solution of glycerine and salt. If the separation of the soap only partially carried out, the consequence will be that the lower layer (nigre) remains colloid dispersal because it possesses sufficient salts of the fatty acids. This condition is called in practice of soap making "settling a soap" or "putting a soap on nigre." The two present solutions are similar to two solutions in the Dialysator. The colloid dispersal phase takes the place of the membrane and functions as such, inasmuch as the electrolyte passes into the lower dispersion medium. By boiling, the electrolyte may pass into the colloid-dispersal phase, the dispersion medium decreases its amount of electrolyte and it is possible now for the fatty acid salt to enter the electrolyte solution.

In the soap frame, cooling slowly, the dissolution process, together with the colloidal-dispersal phase, continues, because the degree of dissolution or separation varies with the nature of the different fatty acid salts. As a consequence, we have in the soap that grained or mottled appearance which, however, does not occur in soaps artificially cooled. In the latter case, the colloid reaction is interrupted and, while the dissolution process goes on just the same, the coagulated particles are more distributed than by the natural, slow cooling process in the frame and, as a consequence, the soap is considerably harder and apparently without mottle or grain. The finished pure soap whose contents of total fatty acids should be between 63-64% consists of water as the molecular dispersal phase and the fatty acid salt as the dispersal medium.

Summary:

1. Formation of a macro-heterogeneous system (combination of different phases).
2. Hydration of the colloid "Oil". Beginning of the lather forming condition.
3. a. First phase. Use of caustic soda lye. Soap with adsorbed fat. Increased viscosity, bunching. Addition of caustic soda lye.
b. Second phase. Excess of caustic soda lye causing coagulation. Addition of water.
4. Darker color of soap in kettle.
5. Molecular-dispersal condition of soap.
6. Coagulation or dissolution of soap by adding salt or sodium hydroxide.
7. a. Formation of grained soap. The spent lye is molecular-dispersal.
b. Formation of nigre. The latter is colloid-dispersal.
8. Conclusion of the coagulation of soap in frames. Forming of grained or mottled appearance.
9. Interruption of coagulation or dissolution in frame by artificial cooling. (No grained or mottled appearance.)
10. Finished soap termed as a heterogeneous system. Water is dispersoid and soap the dispersion medium.

(This article is copyrighted and may be reproduced only by special permission)

Conversion of the Higher Fatty Acids into Their Barium Soaps*

H. H. Escher, according to *Helv. Chim. Acta*, vol. 12, 1929, has found that by using methyl hydroxide in place of water as a solvent for barium hydroxide it is possible to titrate sharply stearic, palmitic, oleic and even dibromoleic and tetrabromolinolic acid in alcohol, ether, chloroform, carbon tetrachloride, ethylene chloride solution with phenolphthalein, naphthol or thymolphthalein as indicator. Such precipitation of the fatty acids from a hot mixture of methyl hydroxide and chloroform gives a granular precipitate, easily filtered and can be used as a purifying means to prepare pure acids. Since the barium salt of the brominated oleic acid is readily soluble in ether, chloroform containing a little water or alcohol and also in boiling dry ethyl oxyacetate, while the barium soaps of the saturated acids are nearly insoluble a separation method might be developed on that basis except for alpha-tetrabromolinolic acid which resembles the saturated acids in solution.

*Chem. Abs., vol. 23, No. 9, p. 2312, 1929.

Rapid Determination of Water in Fats and Glycerol*

V. Chernushev, in *Oil and Fat Ind.* (Russia), 1928, states that a weighed amount of water containing fat is pressed on a weighed filter paper either with a spatula or by rubbing it between two layers of filter paper. The water is thus absorbed by the paper and is evaporated by drying the sample and paper in a beaker at 105°. Only 20 minutes is required for the whole operation instead of the customary 4-10 hours. Glycerol is poured on to a weighed filter paper, dried at 80°, powdered sodium sulfate is added, the whole is placed in a thimble and extracted with dry acetone. By this method losses in glycerol due to evaporation are avoided and the drying procedure is accelerated.

*Chem. Abs., vol. 23, No. 2, pp. 533-34, 1929.

Structure of the Common Fats

(Continued from Page 634)

obviously demands as close an approximation to an individual glyceride melting at about 30–35° as may be, and cacao butter, with over 70 per cent of mono-oleo glycerides (mainly oleopalmiteostearins), is probably the nearest approach to this ideal in a natural fat.

Again, a perfect substitute for butter, from the standpoint of the glycerides present, must not merely include a fatty acid mixture of the approximate natural composition, but to obtain the same consistency and texture the acids should be linked with glycerin in such a way that while about one-third of the whole consists of fully saturated glycerides, and another one-third of combined oleic acid, all the saturated acids should be fairly evenly distributed in both sections of the fat.

Lastly, in connection with drying oils—and linseed oil in particular—reference may again be made to Eibner's contention that a particular linoleolinolenin or oleo-linolein or oleolinolenin complex or complexes may well have super-oxidation complex or linoxyn which will both accelerate oxidation of other glycerides and tend to solid film formative oxidizing powers, yielding with especial readiness an action to the greatest degree.

While, however, the recent work has not indicated how natural fats may be imitated by synthetic procedure in the factory, it invites speculation on the biochemical changes involved in their manufacture in the vegetable world. Broadly speaking, we know only the beginning and closing stages of this process—the raw materials and the finished product—carbon dioxide and water, on the one hand, and on the other a number, sometimes large and sometimes comparatively small, of relatively simple fatty acids woven in some sort of intricate and yet simple plan into an apparently complex mixture of numerous glycerides. There is, of course, evidence that carbohydrates are an intermediate stage in vegetable fat metabolism, but it is not yet settled whether these are the only source of vegetable fats. The study of the natural glycerides, however, is revealing a condition of affairs which, while perhaps not so dramatic as the wizardry which gives rise to different sugars by poisoning hydrogen and hydroxyl groups on different sides of a carbon atom chain, is distinctly wonderful, and not less subtle. The industrial production of synthetic fatty acids from coal or petroleum has been accomplished; but, without disparagement of the ingenuity and labor involved in bringing about this transformation, one cannot help believing that, so far as the fats themselves are concerned, natural sources will continue to provide the necessary materials for a long time to come. The existing natural resources will be supplemented by cultivation of known types which yield fats especially suitable for specific purposes, while, as already hinted, it may be found possible to breed varieties of plants which will yield seed-fats in which particular properties are further developed.

Why Is It?

Why is it that when a rich man meets with adversity, he receives comparatively less compassion, less pity than a poor man? The answer is this: The friends of a rich man were made by his fortune, his enemies by himself. And you know personal revenge is a much more punctual paymaster than thankfulness.—*Silent Partner.*

Features of Soap Materials Market

(Continued from Next Page)

INDUSTRIAL CHEMICALS

The new prices on alkalis for the coming year have been quite well received by the consuming trades and as a result some very good business has been done. Contract business to date has been in advance of that at the same time last year and there is still some little business of this sort to be done. Apparently consumption will be slightly in advance of that of 1929, if contract purchasing can be considered a fair indication. The local business in all chemicals has been rather quiet for the last two weeks. It is not likely to recover much until after the first of the year. This situation has had no effect upon prices, which have remained steady. Resale parcels are not much in evidence and business has been conducted very generally at the manufacturers' quotations.

Other Soap Materials

Rosin has declined somewhat further due to the fact that the consumers here have not been much interested in the market. Routine business has continued but nothing in the way of substantial inquiry is reported. Stocks are high for this season of the year and there is not much in the market to encourage a belief in higher levels excepting export trade which is rather good. Other items have also been dull and without material change in price. Not much change in the market is to be anticipated before the middle of January at the earliest.

Manufacture of Dry and Powdered Soaps*

Soap powders contain some 5 to 50 per cent fatty acids, most powders being mixtures of soap and crystals of soda. Some may contain sodium silicate, phosphate and decolorants. Domestic soap powders are never perfumed and but rarely colored, although a little ultramarine blue may be added so that the washed articles may appear whiter. Colophony is never used in these soaps. The color and composition of the soaps should be constant. All powders should be as fine as possible upon evaporation, so as to avoid agglomeration. The addition of 0.25 per cent of sodium bicarbonate helps in this respect. Pedro Bosch, in *Quim. Ind.* vol. 5, 1928, gives seven methods for the manufacture of dry soaps and makes sundry observations as to their application. He concludes with general considerations upon triturating and incorporating plant employed in these processes.

**Chem. Abs.*, vol. 23, No. 8, p. 2056, 1929.

American Shaving Creams Control Porto Rican Market

Practically all of the better known American shaving creams are sold in Porto Rico though the bulk of the trade is enjoyed by a few of them. Shaving creams or soaps of foreign origin are seldom seen and if any are sold, the amount is extremely small. In general, the retail prices of these products are the same or approximately the same as in the United States, with the difference that there is very little deviation from the regular fixed prices of the various products, local retailers not being given to the practice of "cut rate" sales.—(Trade Commissioner J. R. McKee located at San Juan).

MARKET REVIEW ON TALLOW, ETC.

VEGETABLE OILS

Excepting for occasional resale parcels, the coconut oil market has been holding up quite steadily at 7c to 7½c lb. f. o. b. New York and at 6½c lb. to 6¾c lb. f. o. b. Pacific Coast in sellers' tanks even though actual trading has been light. Soap makers as well as refiners have been inquiring and showing a fair interest in forward shipments lately but producers and importers are not anxious to sell very far ahead at prevailing levels. A good demand continues for acidulated coconut oil soap stock and most producers are well sold ahead. Other grades of soap stocks and fatty acids are also in good demand.

Palm oils have not been very active but there seems to be more interest for future shipments from abroad now than for some time past. Olive oil and olive oil foots are also quiet. Nearby stocks of foots are comparatively small but the European market is soft for new crop foots for January forward shipments and excepting for a limited demand for nearby deliveries there is very little business passing.

Crude corn oil is holding steady at 8c lb. in tank cars at midwest mills and last trading was done at this figure. Stocks for December are rather small and none of the producers are offering freely. Crude domestic soya bean oil in tank cars is nominally quoted at 8½c to 9c lb. f. o. b. Midwestern mills but of course, is at present too high for the soap kettle. Crude cottonseed oil is steady at 7¼c to 7½c lb. in tank cars in the South East and Valley.

A. H. HORNER.

GLYCERINE

The market for glycerine, during November, has not been as firm as was the case in October. This has been caused by the steady drop in the European market which has had the effect of lowering levels here. The price for soap lye crude is 7c per lb., basis 80 per cent loose, delivered, although some of the buyers are not willing to bid even this price. Although saponification glycerine is scarce, we do not know of any sales in this grade and we would call the nominal price 7½c per lb., basis 88 per cent, loose, delivered. Dynamite glycerine has also been very quiet, but at the close more inquiry has developed, with prices quoted at from 12c to 12½c per lb., f. o. b. sellers' works. The chemically pure grade has remained firm at 14c per lb. in bulk, with a fair demand and steady business being done.

C. M. WARD.

TALLOW

With the sizable volume of trading in City Extra Tallow which transpired this week at 7½c per pound delivered, indications are that there will be little activity during the balance of this year. It being, also, the period of inventory many concerns desire to carry light stocks of raw materials. Buying has been steady enough to prevent any accumulation of stocks of good grades of tallow. The market has reached one of those dull spots where a trend is difficult of prediction.

Producers of fancy or choice tallow have been well

booked in advance with the consequence that this class of fat has continued proportionately high. Last sales were made at 8½c per pound loose, f. o. b. sellers' plant.

Greases continue rather easy. Prices are attractive to buyers and were it not for the fact that they are well supplied with other material greases would be used as a substitute fat. On the other hand No. 2 tallow of high titre continues scarce and in demand at 7½c to 7¾c per pound.

The Chicago market is steady. Prime Packers' Tallow standing nominally at 8c per pound loose. Last sales of 40-40 stock were 6½c Chicago.

E. H. FREY.

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Extra 7½c. Edible, New York, 8¾c. Yellow Grease, New York, 6½c. White Grease, New York, 7½c.

Rosin, New York, December 15, 1929:

| | | | |
|---|-------|-------------|------|
| Common to good | 8.40 | I | 8.60 |
| D | 8.40 | K | 8.60 |
| E | 8.57½ | M | 8.60 |
| F | 8.57½ | N | 8.65 |
| G | 8.57½ | W. G. | 9.30 |
| H | 8.57½ | W. W. | 9.80 |
| Starch, pearl, per 100 lbs. | | \$3.72 @ | |
| Starch, powdered, per 100 lbs. | | 3.82 @ | |
| Stearic acid, single pressed, per lb. | | .15½ @ | |
| Stearic acid, double pressed, per lb. | | .15½ @ | |
| Stearic acid, triple pressed, per lb. | | .18@ | |
| Glycerine, C. P., per lb. | | .14 @ .15½ | |
| Dynamite | | .12 @ .12½ | |
| Soap, lye, crude 80 per cent, loose per lb. | | .07½ @ .07½ | |
| Saponification, per lb. | | .08½ @ .09 | |

Oils

| | |
|--|-------------|
| Coconut, Ceylon, Dom., per lb. | .08½ @ |
| Palm Lagos, per lb. | .07½ @ .08 |
| Palm Niger, per lb. | .07½ @ |
| Palm kernel, per lb. | .07½ @ |
| Cotton, crude, per lb., f. o. b., Mill | .07½ @ |
| Cotton, refined, per lb., New York | .09 @ |
| Soya Bean, per lb. | .12½ @ .12½ |
| Corn, crude, per lb. | .10 @ |
| Castor, No. 1, per lb. | .13½ @ .14 |
| Castor, No. 3, per lb. | .12½ @ .13½ |
| Peanut, crude, per lb. | .11½ @ |
| Peanut, refined, per lb. | .13½ @ |
| Olive, denatured, per gal. | .92 @ 1.02 |
| Olive foots, prime green, per lb. | .08½ @ .09 |

Chemicals

| | |
|--|---------------|
| Soda ash, 58 per cent, per 100 lbs. | 1.34½ @ 2.11 |
| Soda Caustic, 76 per cent, 100 lbs. | 2.95 @ 3.76 |
| Potash, Caustic 88@92 per cent, per lb. N. Y. | .06½ @ .06½ |
| Salt, common, fine per ton | 15.00 @ 24.00 |
| Sulphuric acid, 60 degrees, per ton | 11.00 @ 12.50 |
| Sulphuric acid, 66 degrees, per ton | 15.50 @ 16.50 |
| Borax, crystals, per lb. | .03 @ .03½ |
| Borax, granular, per lb. | .02½ @ .03 |
| Zinc, oxide, American, lead free, per lb. | .06½ @ .06½ |

2

1